SPECIALTY ADVERTISING

The New Way to Build Business

PROPERTY OF
Educational
Division
THE SHELDON SCHOOL
No. 112 Date

To Mr. Sheldon
— the man who put
salesmanship in
the crucible and
showed what it is
made of — I offer
these foot prints
toward the high
trail of scientific
advertising.

H. F. Dutting

SPECIALTY ADVERTISING

THE NEW WAY TO BUILD BUSINESS

by

Henry S. Bunting

Editor of The Novelty News

The Novelty News Press

Chicago

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A NEW MESSAGE TO ADVERTISERS

I

THIS little book is offered to aid the man who has business to build up and is in search of the best way to go about it. It takes concern only with the newer *specialty methods* of advertising and selling. It threshes over no old straw—the time-worn discussions of "space" advertising, its "copy" and media—leaving such considerations to those qualified to represent the interests of "general publicity."

The problems of advertising for which this book offers solution are the *scientific direction and control of "circulation," the practical elimination of waste effort* and the injecting of *personal appeal* into reaches after new business. These problems, it will be admitted, are still the despair of those "space" experts who remain unacquainted with "specialty advertising."

Specialty Advertising

"Specialty Advertising" is the term which has been used for ten years to designate this "new thought" in advertising. I invite my readers to get familiar with this phrase at the outset and use it to cover the whole broad field of novel, special, supplemental, connective and individual advertising methods and media.

No claim to originality is made by the writer. While much presented is new and revolutionary—so new that it is not as yet well understood in advertising councils—yet credit for working out this system belongs wholly to the pioneers of specialty advertising. The writer is merely their spokesman. He attempts in this little book somewhat to collect, analyze, classify, define and co-ordinate specialty advertising as it is being applied successfully to business building today by thousands of progressive manufacturers, jobbers, retailers, bankers, publishers, hotels, amusement concerns, service corporations and salesmen. The writer holds a mirror behind some of the most up-to-date and successful advertising campaigns of the day to show how these use new ideas and specialty angles in advertising to bring unusual results—returns not obtainable in any other way.

By quoting the experience of business firms, large and small, national and local in

trade relations, it is aimed to make the subject plain to all. Advertisers in various lines of trade who employ specialty methods and media consent to tell *what* they use, *how* they use them, for what *purpose,* and with *what result.* Any one can readily figure out how these or similar specialty plans may be modified and applied to stimulate one's own business.

Your business can be materially increased by specialty advertising. It is simple truth —capable of demonstration to any extent that you may require—to say that there is no possible branch or phase of business that can not be advanced and made more profitable by a scientific use of specialty advertising. It will help to sell corporation bonds, life insurance and Baldwin locomotives just as well as groceries and drygoods. The only condition is that it be properly worked out and applied with discretion in each individual case. Every man's business requires individual diagnosis and a prescription by a specialty advertising expert to fit that particular case. Success or failure to get the desired benefit hangs on the skill with which this promotion work is done.

It cannot be said that publicity in its average application has reached anywhere near the dignity of a science. Yet the foundations of a science have been laid—the walls are going up. Certainly *some* ad-

vertisers have reduced their campaigns to the basis of exact science. These use "space" publicity and "specialty advertising" together in proportionate parts. No advertiser who omits advertising *to the individual*—in the way that specialty advertising alone makes effective—can justly lay claim to be making scientific use of his appropriation. No advertiser who spends large sums for general publicity without also using *connective media* is making his appropriation realize its best efficiency in producing sales.

It is the hope of the writer that this epitome of specialty advertising—brief and insufficient as it is—may have some slight part in helping to work out the great problem of modern business, namely, *the reducing of advertising investment to the basis of economic science.*

To those interested in pursuing this subject further, it may be helpful to add that *The Novelty News,* of Chicago, a monthly journal of business building by unique advertising and selling methods, has devoted much space for five years to the subjects touched upon in these pages.

CONCRETE EXAMPLES OF SPECIALTY ADVERTISING

II

HAVE you any definite idea what constitutes specialty advertising? Before really discussing it, let us cite enough examples to make the subject clear.

Heinz adopted the midget cucumber as his trademark. He made a miniature copy of a pickle and mounted it as a watch charm. He gave away millions of them. Millions have *seen* the little pickle in magazine "ads" and *said nothing about it.* Other millions seeing the little "novelty pickle" have *talked* about it. Also talked about the "57 varieties." That little souvenir has helped to make effective the expenditure of millions of dollars for magazine space.

In the same way Proctor & Gamble have dispensed countless editions of their toy miniature bars of "Ivory Soap" made of

white composition which, through the grocers, have found their way into most every home in the land, to the delight of successive generations of childhood. Using thus a miniature reproduction of an advertised product is a highly effective form of specialty advertising.

That beautiful calendar which you are glad to give a place on your office wall—received with the compliments of your bank, perhaps, or as the token of gratitude from the firm that sells your house large bills of goods—that art calendar is a perfect expression of specialty advertising.

Your little boy plays ball in a cloth cap advertising Washburn-Crosby Co.'s "Gold Medal" flour. His sister carries her school books in a bag given her by the bookstore and its ad on the front doesn't let that fact be forgotten, either. Your teamster shields himself from the summer sun under a wagon umbrella proclaiming the merits of the Roberts, Johnson & Rand Shoe Company's "Star" brand shoes. That neighbor's boy selling *The Saturday Evening Post* carries them about in a bright new canvas bag with the name of the paper printed on it in bold black letters. And the carpenter who comes to make repairs wears an artisan's apron which tells you where to buy your "Keen Kutter" hardware. In

case you decide to smoke a pipe and are in doubt just what brand to start on, there is a big cloth sign tacked up at the roadside and corner grocery with a suggestion from the American Tobacco Company about the merits of " Duke's Mixture." In this day of aerial navigation, if your eye lights upon an advertising kite or aeroplane flaunting banners for " Kabo Corsets " or some local haberdasher, you are sure to stop and smile over the resources of the modern advertiser. These are typical cases of specialty advertising by the use of cloth media.

You read the temperature hot and cold mornings from a thermometer put up by *The Morning Tribune* at the station where you catch your car. It tells the value of the want ads of that newspaper. That foot-rule which is such an indispensable part of your desk equipment has told you through four years about the stability of the Prudential Insurance Company. And that good leadpencil you got from Barker, the corner merchant, by yesterday's mail—it and the rest are good illustrations of advertising by the use of wooden specialties.

You use a glass paper weight on your desk. It shows a photographic reproduction of the Burrough's Adding Machine. There are many such useful glass advertising specialties.

Then I notice you have a little 12-month calendar on the back of a celluloid business card which you keep in your pocket-book for reference at a moment's notice—was there any doubt about your appreciating that gift when it dropped out of a letter from your tailor? You seem to like that celluloid leadpencil you carry and the fact that it bears the advertisement of an advertising agency which wants to handle your account for you does not prejudice their chances in getting your business—does it? When you play whist at the club your celluloid game counter—sent to you by a firm that wants to sell you an automobile—seems to be filling a real mission of usefulness to yourself and them. Those celluloid buttons your office boy wears for Mennen's Borated Talcum and Horlick's Malted Milk—that celluloid counter sign mounted upon an easel which stares "Herpicide" at you while you are in the barber's chair—these are all examples of advertising by the aid of celluloid specialties.

You probably have noticed over and over the past year that wonderfully refreshing picture advertising "Clysmic Water." It is seen in-doors at many of the better grade shops, cafés, buffets, hotels and drug stores. It looks like a framed oil painting,

but it is really a stamped piece of steel, frame and canvass one piece, and the color work is done by lithography. There is a crystal pool of lympid green water, a beautiful woman and a stag slaking his thirst, while prominently shown is a reproduction of a bottle of " Clysmic " in its bright green bottle and red label. This advertising picture literally talks of fresh, cool, sparkling water, and of quenching thirst. It makes one want a drink to look at it—and a drink of " Clysmic," too, not " Waukesha Hygiea," or " Hydrox," or " something else just as good." That bottle of " Clysmic " water appeals to your palate through its art environment as able to satisfy thirst. Adjectives are not necessary. The whole story is told in the picture. Demand is created at the psychological moment by the picture. You order it. That's specialty advertising by the lithographic metal specialty route, and some of the biggest national advertisers have traveled that route to fame, among them Coca Cola, Lowney's Chocolate, " Lenox's Necco Sweets," Fairbank's Fairy Soap, " Diamond Dyes," the National Biscuit Company's products, the Anheuser-Busch, Pabst, Lemp and Schoenhoeffen brews, a dozen distillation products like Wilson's, " Old Underoof " and Henderson's " Smoothest," various farm imple-

ments and machines, Swift's " Pride Washing Powder " and sundry other Packingtown products.

As you go into the grocer's or confectioner's you can scarcely help noticing that attractive Swiss Alpine climber waving his cap at the mountain top for " Peter's Milk Chocolate." It is a triumph of decalcomania advertising art and is transferred upon the glass of door and window by the same process that children use in making transfer pictures. In the same way that delivery wagon panel emblazoned with Lemp's well known trademark—a plate of oysters on the half-shell, a cut of lemon and two bottles of " Blue Ribbon," a glass just poured—is another case of decalcomania advertising art; and so are the big refrigerator freight car signs covering half the carside with the trademarks and advertising legends of the national packers and brewers. This is specialty advertising by decalcomania media.

When you climb the steps of the station to catch your train you see enameled metal signs all the way up the stairs—Dr. Price's Baking Powder, may be—white letters in a blue background. As your train whirrs you out of town through the green fields your eye lights often upon a strip metal fence sign advertising " Mica Axle Grease," and

you wonder (if you know its paternity) that a powerful organization like the Standard Oil Company should have to advertise its products so persistently by sign specialties. Passing the tobacconist's corner you see a chipped glass sign in green, red, gold and black that catches your attention for the "Tom Palmer cigar." At night the druggist's window wig-wags the "Cascaret" injunction at you through a silicated wire glass flasher sign showing the figure of a recumbent woman asleep in a hammock. At the café an illuminated translucent vitrolite sign, milk colored with beautiful decorations burnt into the glaze, calls your attention to feasts within—these are familiar examples of out-door sign specialties used for standardizing and popularizing particular trademarks and advertising phrases.

In the cigar store window you see a lithographed cardboard "cut-out," the queen of the harem standing with a sleeping tiger at her feet—the sign of "Turkish Trophy" cigarettes. The grocer's window is made into a veritable Bacchanalian bower with bright paper drapes of trellised grape vines advertising "Welch's Grape Juice." The "House of Kuppenheimer" is helping to popularize its make of mens' clothes by mailing photogravure post cards to countless business

men. "Crackerjack" packed a three-color process comic post card in each carton. The Bunting-Stone Hardware Company, Kansas City, sends out to its trade monthly mailing card cut-outs printed in colors illustrating by graphic cartoons the merits of the American Steel & Wire Co.'s wire rope which this firm jobs. The International Harvester Company of America gives the farmers state and county maps at agricultural fairs to push the I. H. C. gas engine. The Remington Typewriter Company enclosed a three-color blotter monthly in invoices going to buyers—a different design for each month in the year. I forgot almost to speak of that lithographed cardboard fan you got at the ball game when you were wilting with the heat—what did it say? "Fun at the White City tonight—come." Will you do it? Whether you do or not, that is a paper advertising specialty—these all are paper advertising specialties, and there are kinds and qualities of these novelties too numerous to mention.

The house that you sometimes buy a good bill of goods from recently surprised you with a useful leather billfold—one that will hold all your money, and it even had your name lettered in gold upon it! You certainly were glad to get that—you appreciate the gift—and you will see to it that

this house doesn't suffer by discrimination when you are placing your next order. Likewise when your own house gave each of its selling agents a pigskin coin purse last Christmas you remember with what marks of favor these little gifts were received—and how it seemed to stimulate interest in sending in good orders. Then that vest-pocket diary the Sherwin-Williams Paint Company gave you last year which is now full of invaluable data of your own—pretty good advertising, too, wasn't it? It lasts so long. These three illustrations show advertising by the aid of leather specialties.

The Hartford Fire Insurance Company, wishing to advertise a semi-centennial by stimulating the enthusiasm of its corps of 15,000 agents, sent a $4 gold leadpencil by registered mail to each and every one of its vast army of employes. The Long-Critchfield Corporation distributed neat bronze ash trays among its customers. The P. D. Beckwith Estate gives out at business shows stick pins embossed with the head of Dowagiac, the famous Indian chief, to advertise "Round Oak Stoves." Yale & Towne locks seek favor at business shows by giving out as a souvenir a fine white metal envelope opener, having the company's trademark wrought in the handle.

Of course, when you visited Chicago you inspected the Union Stock Yards. Libby, McNeill & Libby, the packers, gave you a little enameled metal stick pin—a pennant with the name "Libby" on it. Clay, Robinson & Co., the live stock commission firm, presented you with a bronzed metal watch fob showing several "head" of prize stock in stamped bas-relief work, while Swift's "Cottolene" department handed you a pair of souvenir enameled cuff buttons with their emblem on it—and your little boy was immensely tickled to get all three souvenirs. Then that Elk convention emblematic button given you as a souvenir of the big meeting by the Chicago lodges on that same trip—these illustrate advertising by the aid of metal specialties.

I will speak of but one thing more. I know you like that pocket-knife your hatter gave you, for you've carried it two years—even if it does say a word for Stetson's $4 hats. Isn't it true that these little unexpected gifts with value back of them somehow warm up one's heart to the giver and make it a pleasure to patronize him? Of course, it is.

Of such is the art of Specialty Advertising.

SPECIALTY ADVERTISING SIGNIFIES A METHOD

III

"SPECIALTY ADVERTISING" is a generic term used to cover a *method* or *system* of advertising. Its import will be fully understood only by contrasting it with the better known system of "space advertising" or "general publicity," secured mainly through the use of newspapers and periodicals. Specialty advertising is complemental to "space" publicity and in its broadest aspect includes all novel and special methods of advertising supplementary to newspaper and periodical publicity.

In referring to specialty advertising, *the method,* it must be understood that allusion is not being made to particular specialty media merely and, indeed, only indirectly even to classes of such media—its various classes differing very widely in nature and purpose—just as in using the term "general

publicity," one does not have in mind or specify daily newspapers, country weeklies, magazines, class journals, trade journals or billboards, but rather all these as forming a general classification.

"Advertising specialties," on the other hand, is a limited term applied to *things*—to the numerous specialty media themselves, and in no sense is this term ever synonymous with "specialty advertising, *the method.*" Too often one unwittingly belittles the whole specialty system of advertising by thinking of it only as far as and in the way that it is revealed and explained through some little novelty or specialty that one has seen used for advertising. A trivial instance never yet elucidated a broad method or system of doing business. A type card, annually renewed, in a country weekly, for instance, would not expound the nature and potentiality of modern general publicity. Neither does the first advertising article you happen to recall define the domain or expound the theory and practice of specialty advertising.

Specialty advertising, then, is *a way to advertise* entirely different from and independent of the common every-day way of buying "space" in publications.

As a system it can stand on its own legs in any company, and in competition with

any other method of advertising when it is wrongfully put in the position of a rival method. Yet in business economy it is co-operative, not competitive; it reinforces general publicity and gives added value to it, instead of belittling or weakening it; it is essentially most valuable as *supplemental advertising,* and as such holds no enmity or jealously toward general publicity in any of its branches or interests.

In this connection, however, it is only fair to say in passing that so broad in scope is specialty advertising, so rich and varied its resources, so unlimited its practical applications to different aims that, instead of being essentially a restricted and dependent advertising method under all conditions, it is quite the contrary. While undoubtedly its best rôle is realized when used as supplemental and connective advertising in conjunction with "space" publicity, yet I wish to make it plain that great national campaigns have been projected and carried to highly successful conclusions—in so far as popularizing a product and effecting sales go—without using any form of advertising from start to finish except specialty media. This has been done repeatedly. This surprising elasticity of specialty media will be developed in a later chapter and is a feature really worth noting.

WHAT THE TERM "SPECIALTY ADVERTISING" INCLUDES

IV

VARIOUS terms are used as synonyms of specialty advertising. Some are useful because they help to explain what specialty advertising is. "Connective Advertising," "Supplemental Advertising" and "Tangible Advertising" are good phrases and are to be recommended. Each suggests an attribute or function of this method.

"Novelty advertising" unfortunately is often used when it is intended to refer to "Specialty Advertising." The term is a misnomer. It is confusing and ought to be dropped altogether. It cannot do service as a synonym for "specialty advertising" for it is a much narrower term and in proper speech can refer only to the use of "novelties"—things actually NEW. A still further trade restriction would properly

limit it to new articles bestowed as gifts. Custom has made the phrase come to represent the cheaper and more trivial sort of articles, too—the jim-cracks and trifles which have an extensive use in specialty advertising but which, relatively, constitute a very small part of the business.

Historically, the term originated in the pioneer days of specialty advertising before that splendid system of publicity had reached its present perfection. In that day the media naturally were rather cheap and toy-like. These things were often devised just for advertising. They were truly then "advertising novelties." Their usage became known as "novelty advertising." But this system of advertising was destined to achieve much better dignity and power, and as this evolution went on the term "specialty advertising" came to be devised to designate the new method.

The term "novelty advertising" is a relic of the attitude of the general business world toward this system of publicity through the early history of the specialty method, and of that portion which, even in this day of widely accredited success, is still ultra-conservative and skeptical. For this reason, if for no other, the term should be discarded, and the quicker it is dropped altogether, the

quicker specialty advertising will become universally known and appreciated for what it is and does.

Broadly speaking, " specialty advertising " comprises two sorts of media, those definable as " Connective Advertising " and those known as " Personal Advertising." " Connective Advertising " includes out-door sign specialties and other devices which effect *general publicity,* and in-door sign specialties which effect *class appeal.* " Personal Advertising " designates the use of gift articles which effect individual advertising or *personal appeal.* Specialty advertising, therefore, is a broad, generic term which in application may signify either (1) a scheme of general publicity, or (2) of class publicity, or (3) of advertising direct to individuals, or (4) a combination of all three; it relates to the use of both personal and impersonal specialties. So it is the one phrase adequate to stand for this broad system in all its parts without wrongfully restricting and perverting its meaning to any sub-division of the specialty publicity field.

Let the term " Personal Advertising " be used universally to designate gift advertising. That is the name which is the proper substitute for the discarded phrase " novelty advertising " and which has come to supplant it altogether. " Individual Ad-

vertising" is a good synonym. "Personal Appeal Advertising" is probably the best term—or "Personal Appeal" as it is put in everyday speech. These two phrases are commendable because they tell just what Personal Advertising does—appeals directly to the individual. The term applied to the media of this class which has elbowed out the old name "advertising novelties" almost wholly is "Personal Specialties." It's a good term to designate the personal media.

Personal advertising is also called "Gift Advertising," "Souvenir Advertising," "Inducement Advertising" and sometimes even "Premium Advertising," although this latter idea is crossing over into the boundary of another and quite distinct field of business promotion—which the writer proposes to cover shortly in a separate treatise. "Concrete Advertising" is also in use. Third Dimension Publicity" is a little conceit having its meaning—"bulk" as opposed to flat or "space" media.

There are other good terms in use relating to the in-door specialty which have good reason for being perpetuated, such as "Psychological Moment Publicity," "Closing Argument Publicity," "Selling Publicity," "the Silent Salesmen Media,"

and "the Last Word in the Advertising Appeal."

I contend for an exact nomenclature in setting boundaries to this realm of specialty advertising. I heartily recommend that these more fundamental distinctions be observed, and that correct names be used for specialty advertising and its various subdivisions in every-day speech by all interests until knowledge as to the difference in form and function of various advertising specialties, such as "store reminders" and gift media for making "personal appeal," will be as clear to advertisers as the difference between country newspaper and national magazine.

INDIVIDUAL ADVERTISING OR "PERSONAL APPEAL"

V

GIFT advertising is personal appeal advertising because it talks directly to the individual. Its strongest efficiency lies in the fact that buying is always an individual matter. Multitudes do not purchase products or services. Classes do not buy. It is the Individual who buys. Upon final analysis, each link of purchase in the chain of trade is forged by the limited personal volition and act of some One Person.

Question: Why, then, this vast economic waste, peculiar to exclusive "space" publicists, of appealing to folk *en masse* to buy, while ignoring the Individual completely?

Personal advertising is unique and above competition in its function of furnishing advertisers with media designed for the cultivation of friendly relations with individual customers and prospects.

A psychological truth explains the stimulus to business deliverable by this personal method of advertising. Nearly all persons are reached through their feelings easier than by way of their mental processes. Personal, gift or souvenir advertising captures the gates of sentiment.

Here, then, is the great fundamental difference between " space " publicity and gift advertising: One appeals to the head, the other to the heart.

General publicity is " Educational Advertising." Its chief function is to give information. It appeals to the mind. It may catch the eye, charm attention, flush the imagination, appeal to reason and burn its way into memory, and it will just in proportion as it is cleverly and persistently done. It tells multitudes about the existence, value, price and advantages of commodities. It familiarizes mankind with names, trademarks, institutions and personalities. It gives the news of new offerings. It creates a belief that luxuries are necessities.

But general advertising is almost exclusively an appeal to cold, judicial intellect. It is wholly impersonal and it does not, as a direct or unavoidable consequence, put the reader in a personal and friendly relation with the advertiser, or give the reader any interest in helping the advertiser succeed.

So far advertising has failed to touch the human heart-strings.

That finishing touch which is still needed to convert *introductory advertising* into resultant personal sales, rests with the judicious use of supplemental personal media. The reasons are plain.

Individual or gift advertising, by contrast with general publicity, is personal, social and friendly advertising. It appeals, not to reason, but to the heart, to the emotions, to sentiment, to good will on the basis of implied acquaintanceship between advertiser and potential customer.

First, the advertiser by going to the expense and trouble of *singling out a particular person to advertise to* shows that person that he really wants *his* patronage. He wants it badly enough to solicit it in a personal way. The advertising specialty sent, however inexpensive, if it be well chosen, serves notice by its arrival that the advertiser covets acquaintance with the recipient. That pleases him. It is a mild form of flattery. The recipient of such an invitation to bestow his trade instinctively feels that *he* has been singled out of the multitude and that *his* patronage really counts for something. The more he dwells on this aspect of the implied invitation, the better he likes

it. Vanity was ever a prompter of human action.

The specialty, thoughtfully selected and carefully distributed, will of course get attention. It always does. As much can scarcely be said for general publicity. But this is now "a personal matter" with the recipient. Whether the article be handed to him over the counter, or brought by messenger, post or express, it at least gets momentary attention. If the medium be worth the name, it will be something that appeals to the individual in some way the instant he sees it. It is designed or selected for that purpose.

Now what the nature of that appeal is does not matter much. *Some* appeal that will flag attention—that's all. Perhaps the gift is a real novelty—something entirely new to the recipient. Maybe it is an old, old article, but as useful as it is old. Its use for advertising may constitute its only novelty. It may be unique in various ways. Beauty always strikes the eye. Utility warms cupidity. Novelty usually fascinates. Mystery charms. Fun-makers prove universally popular. Noise-makers win their votaries. The little gift is made to please the individual who gets it for some reason. *Any* reason will do. If it is a thing with long potential life, like a calendar or thermome-

ter, all the better. Then it will do service for months or even years. As a general proposition, quality is worth all it costs because of guaranteeing that this appeal will be the best possible and will last. The better the impression made, naturally, the better the advertising.

The individual wanted has been reached, his interest is aroused, he feels a pleasurable emotion and he is now in the very act of admiring the little "trade souvenir," as he is apt to call it, and perhaps he proceeds to put it to use. But the emotional wave usually does not stop there. He is conscious of a quickened interest in the advertiser. He feels a new and personal sort of acquaintance with him. He is pleased out of all proportion to the intrinsic value of the article. Its significance is what subtlely counts with him. Just as a smile or a handshake costs nothing but makes one "feel good" on occasion, so does gift advertising warm the cockles of the heart and give rise to pleasurable satisfaction. Man is a social being and the social appeal is always strong if it can be but stimulated.

Somehow we all like to receive gifts. It's hard to explain, but it's true. The person who does not is abnormal. Gifts are the medium of expressing interest, good will, friendship, reward and likewise to ask

co-operation and favor. It is blessed to give and thrice blessed to receive. Let Prof. Münsterburg tell why. Giving gifts to curry favor is as old as history. It was the custom of ancient kings to exchange presents when seeking one another's favor and patronage. Tribal treaties today are cemented with presents. It is said a Chinese merchant will not quote a price until you make him a gift. A millionaire will accept an advertising leadpencil or a fine calendar with as much alacrity as an artisan. The closer our bonds of intimacy and interest, the more we like to shower and receive gift-courtesies upon each other. And it has always been regarded as lawful and in exceeding good taste to offer gift-arguments for trade and for all things that we have the right to purchase.

It does not matter, therefore, that the recipient of an advertising gift is well aware of the string tied to the compliment. He does not overlook the implied obligation. Indeed, he is even pleased to accept it as a mild obligation. He likes it that the advertiser wants his good will and patronage, and, being himself gratified at being remembered, he is pleased at being recognized as a factor in trade worth cultivating. Pleased to receive the gift, the prospective customer is sure to feel the good-will

sense instantly blossom into resolve to co-operate with the advertiser and give him all possible reciprocity in trade. Desire actually begins to form in that man's mind to find opportunity to buy what the other fellow offers. Patronage is already resolved upon and only awaits occasion.

At this moment when the interest of the prospective customer has been aroused by the advertiser and when there has been implanted in the heart of this Potential Buying Unit both a cordial feeling for the advertiser and a resolve to favor his goods whenever possible, advertising may be said to have accomplished the best that it can be expected to accomplish. The only thing that can possibly be added is a "buy now" specialty in the shape of an office, home or store reminder to act at the psychological moment of placing the order—of which more in a separate chapter.

Thus the process of implanting personal appeal in the breast of the individual will be seen to be a perfectly feasible proposition.

It is one of the great psychological truths of advertising that most persons are easier reached by their feelings than by their reasoning faculties, that most people are swayed—yes, absolutely dominated by their impulses, their emotions, their feelings. People *want* to do things without rhyme or

reason—and they do them. People know that they *ought* to do other things—and they don't do them. Reason is a lamp to guide, but with the ninety-and-nine it is too often a dark lantern. People *think* and—hesitate: they *feel,* they desire and get quick action. The one-in-a-hundred who reverses this rule and subjugates spontaneous desire to judicial consideration, does not represent much potential buying power. Therefore, the path of least resistance toward effecting multitudes of sales is this well-nigh *universal heart-route.* And one reason why advertising, as it is commonly done, has not approached closer to the basis of an exact science is because these considerations of the Individual-Who-Buys and the easiest way to influence him are too often lost sight of.

ADVERTISING TO MASSES, CLASSES OR INDIVIDUALS—WHICH?

VI

NOTHING short of a revolution came about in advertising when it was discovered how to make *personal appeal.* Talking direct to the individual man, woman and child whose patronage is wanted has always been the goal of advertisers, but so long as "space" advertising exclusively dominated advertising appropriations it was not possible to do it.

Space advertising is general publicity and talks to the multitudes. Its appeal is to the masses and under no circumstances can it alone be brought down to a narrower diameter than the appeal to classes. Care in the preparation of "copy" with ruthless sacrifice of all that circulation reaching be-

yond any particular class, will readjust *general* publicity to the scale of *class* publicity, but the waste is enormous.

For instance, a city bank addressing a dozen newspaper advertisements serially to as many different classes of depositors—one each to merchants, manufacturers, clerks, artisans, city employes, railroad employes, capitalists, etc., will unquestionably secure *class* appeal to each of these social units, but at the cost of much waste circulation; yet, of course, it may sometimes pay, at that. Indeed, this focusing of interest from *mass* to *class* scale by skillful "copy" is one of the triumphs of modern publicity.

But there the *selective* influence of printer's ink stops unless it forms an alliance with personal advertising in order to carry the message on further from *class* to the *individual.*

The discovery which is completely reforming publicity came with the recognition that personal media give the advertiser the opportunity to intensify his campaign further, to re-focus his appeal so as to talk in close personal relationship *directly to the individual.* No printed page can ever do more than talk to classes. The personal specialty by contrast, goes to all the individuals of that class—one article being given to each person as a direct invitation for his

patronage. The recipient knows the appeal is meant for *him,* is given *to him,* and, so far as that transaction goes, nobody is concerned *but him.* There, advertising is reduced absolutely to terms of personal equasion. Thus, gift advertising is *"individual advertising."* It is *"selective advertising."*

No selling campaign is logical or complete which neglects to cultivate the individual.

The almost unlimited range of specialty media and their equally varied mode of "circulation," or distribution, make it comparatively easy to pick specialties adaptable to any sort of a campaign. There is a good specialty waiting for every advertiser. Every new advertising need created makes possible some new specialty or some new application of an existing specialty to a given work. If selected as being highly appropriate for any given class, gift media are reasonably sure to make the right appeal to each individual of that class.

In view of these facts it follows that *class advertising* is usually to be completed in the most thorough and economical manner by specialty media, directing the effort as personal appeal advertising to each of its individuals. Yet this is fully true only when three conditions have been granted: Proper general publicity should be done in con-

junction to fallow the field so that the seed of individual interest supplied by personal media may readily germinate; the names and addresses of the list of desired customers must be obtainable; and the gift specialty selected for this list and the method of its distribution must be wisely chosen.

Let us review a typical case showing how this works out in business. When Marshall Field & Co. opened up a new department of office furniture, it was desired to reach and acquaint a selected list of scarcely four thousand corporations, firms and business men, most of them doing business in downtown Chicago, with this news. To advertise to this small selected class through the city newspapers would have entailed extravagant waste. Several days of consecutive advertising, however costly, would probably have flagged the attention of comparatively few of the firms and persons it was necessary to interest. To send out plain form letters would not get attention in the average case. So the Advertising Department turned to the "letter enclosure" advertising specialty as the solution of the problem.

Letters, personally signed, were sent out to this list, each letter containing an artistic celluloid backed blotter—a pad of three

pieces of fine blotting paper, the celluloid beautifully decorated in lithographed colors, bearing a dignified announcement of the opening of the new department of office furniture by Marshall Field & Co. The life of this specialty would probably be as much as a year, as new blotters would be substituted after the last one had been used up. Most every one dislikes to rub the fingers over the nap of a blotter, particularly if saturated with printer's ink, as so many cheap blotters are. These blotters every recipient—even as you and I—would be glad to get. They call attention to the purpose of the letter, even though the letter were to be entirely disregarded. This little gift must carry the advertiser's message home with pleasing effect in a large percentage of cases.

How much general publicity by newspaper and billboard advertising do you suppose Marshall Field & Co. would have to do, and *how much would it cost,* spreading this message generally before Chicago's two millions of people, in order to reach this limited class of 4,000 possible buyers of office furniture? And when such a job of newspaper publicity had been done, do you believe any one of these 4,000 potential buyers would have been reached half as effectively as he was after receiving that

personal letter with its blotter and experiencing the gratification of possessing such an acceptable desk article? That blotter will compel attention for itself, day after day, month after month; it must call to mind over and over that Marshall Field & Co. now cater to those needing the better grades of office furniture.

How else than by specialty methods could such a problem in advertising be solved *at so small a cost* by metropolitan retail establishments?

Don't you see it is no longer a difference of opinion, or contest between methods, or matter of argument in a case like this, but there is really *no other feasible and economical way?* When personal appeal is wanted, the thing requisite is some form of individual medium. Nothing else will take the place of this individual sort of advertising. And this is especially effective, remember, when the way has been prepared for personal appeal by preliminary general publicity. "Heart" advertising is probably never so effective as when "mind" advertising—educational advertising, either general or class publicity—has been done in advance.

I repeat for emphasis that personal advertising reaches its very best fruition only when done in conjunction with and supple-

mental to " space " or educational publicity. Neither end of the campaign is to be overlooked. If it is short-sighted for an advertiser to attempt to accomplish *general, class* and *personal advertising,* all three, with one sort of media, with general publicity alone, so, conversely, it is equally illogical and short-sighted for the manufacturer of advertising specialties to attempt to push his own business by an adherence to personal advertising exclusively—to limit his advertising campaign practically to the distribution of his own products. He is then depriving himself of the advantages to be reaped from " space " or educational advertising. His effort amounts practically to the distribution of " free samples." Sampling is one form of advertising, to be sure, but it will not take the place of scientific advertising having due regard both to " the mind of the multitude " and " the heart of the individual." I know apparently wide-awake specialty manufacturers who make that error.

The maker of advertising specialties needs general publicity to interpret his business, to put his goods and services properly before the business public, just as surely as his customer, the ubiquitous advertiser, needs personal specialties to add personal appeal to his canvas. No one kind

of media is all-embracing or all-sufficient; each sort of media has its particular value for particular purposes; and it may be taken for granted that that expert in specialty advertising is the best and safest to entrust with the connective and personal side of your campaign who is broad-gauged enough to make judicious use of general and class publicity when seeking to make you understand the value of his service and media to your business. Those who stick to any one exclusive form of publicity and boast of it—particularly if it happens to be that form of publicity which they, themselves, make or sell—have yet to qualify as safe publicity counsellors for other business men.

The advertising world must now assign proper values to the various media, differentiated as they are so as to afford ready and sure means to reach the people *en masse* (general publicity—the "space" media and out-door specialties); to reach selected classes (class and trade journals and in-door sign specialties); and to reach the identical individuals whose patronage is wanted (personal specialties, souvenirs, premiums, letters, mailing cards, booklets, etc.). Advertising has long since passed the stage when shot-gun methods can hope to take the place of rifle shooting.

IDEAS, NOT GOODS, COMPRISE SPECIALTY ADVERTISING

VII

YOU will fail entirely to grasp the basic conception of specialty advertising if you do not realize that Ideas are the main thing in this sort of publicity and that the Medium, or Specialty, of itself is quite a secondary matter. Think rather of Specialty Advertising as a motive force in business building of which Ideas are the dynamo and Specialties merely the cables for transmitting and applying that force where it is needed. Far greater scope for originality is presented in the *Selection* and *Adaptation* of specialties to particular purposes, and in devising new and fetching methods of distributing them, than in the creation of new articles. This suggests why articles as old as shoehorns and yardsticks are doing excellent service as advertising still, and, no doubt, always will. Every new and fetch-

ing adaptation makes these media practically as good as new.

In fact, two sets of Ideas must be worked out in each case of advertising by specialty methods: One, *The Idea* embodied in the specialty itself, which will determine the sort of impression, or appeal, the medium is going to make; the other, the *Method of Distribution,* the plan for achieving "circulation": and of these two the Distribution Idea usually is the more important and represents the greater value in the service to be rendered.

Keep always in mind that the advertising specialty after its selection, is a medium and nothing but a medium, a means to achieve a still distant end—not the end itself. It must yet receive application, or "circulation," in the right way before it can be resolved into actual advertising, and that in turn be commuted into actual sales.

Is it not precisely the same with "space" publicity? Reams of paper black with printer's ink—of what use is so much material apart from its ideas and distribution? These two fundamentals must be supplied before this raw stuff is converted into publicity. Newspaper and magazine circulation, it should be remembered, represents but a plan of advertising distribution, worked out on economic grounds.

Now the main reason why many advertisers have no better understanding of specialty advertising and what it will accomplish is that they fail to appreciate the fascinating opportunity for originality, ingenuity and resourcefulness back of the use of specialty media. What is offered by the better class of specialty advertising houses is—or, at least, invariably ought to be—an advertising *service;* a *plan* to reach certain kinds and numbers of people in a definite way; a selection of media which are to be distributed according to a particular *method.* Often the choice of a medium is merely incidental.

The medium, of course, must be selected with intelligence, having in mind the end in view. A food manufacturer or retail grocer could use an egg-timer, a kitchen reminder, a wall matchbox, a calendar, an enameled stickpin or toys with advantage and without requiring any particular adaptation. His orders relate to the home and the kitchen. A silk importer, jeweler or art furniture dealer would find better value in an art celluloid blotting pad, a game counter, a ladies' diary, an art calendar or a ladies' desk-set. One is adapted to the woman who works; the other will please milady. A man's tailor would find an easy selection among such articles as a novelty

key-chain, a celluloid leadpencil, a pocket matchsafe, a cigar cutter, an ash tray, a desk article or a fine calendar. The manufacturer of a plow or reaper might select a folding pocket-rule, a thermometer, or pocket-knife, a novelty combination tool, or something equally good to talk to the farmer, while if his offering were a cream separator he might select a woman's coin purse, a tape measure, novelty embroidery hoops, a novelty darner, a button-hook, an art picture, a beautiful calendar or a lithographed wall-pocket—something to appeal to the farmer's wife and daughters. Most any person, it is presumed, would have the gumption to select media with some reference to their fitness for the end in view.

But the skillful advertising specialist will accomplish more for his client—often very much more. If he can not always originate some brand new article to offer as a medium —which he cannot pretend to do—he at least can find new *adaptations of these media;* he can suggest clever plans for putting them into the hands of potential customers.

Here is an illustration: A Savings Bank wanted to increase its number of depositors. Men, women and even youths were to be appealed to. A gift was required that would be used in homes, offices, stores,

factories and farm houses. It must appeal to both sexes and all ages and as far as possible to rich and poor. What single article not expensive in price would come anywhere near answering these diverse requirements?

A metal bracket soap dish with two eyelets to hang it on the wall was selected. It was really a neat and serviceable article, costing about five cents apiece in quantities. It was such a gift as would be sure to be received gladly and put to prompt usage by most recipients. Once on the wall it would be seen and used from one to a dozen times a day. Here the selection of a medium was obviously wise. It would be valued by just the class of persons whom the bank most wanted to recruit as savings' depositors—the middle class, clerks, well-to-do artisans and farm folk.

Now, put on that soap dish "With the compliments of the Peoples' Bank," and it would seem to answer all requirements. But the Advertising Specialist is in the habit of mixing brains with his media. How can he strengthen that appeal, and make it serve the bank still better? This is what he inscribed on these soap trays:

Deposit your soap here and your savings with the People's Bank of Buffalo

You can see how the advertising value of that specialty was increased immeasurably by the happy phrasing of that appeal. The Idea was what made the thing take. So much for the *Selection* and *Adaptation* of a medium.

Infinite possibilities exist to embody happy ideas in the selection of personal appeal media. This is one of the things about gift advertising that makes it so fascinating. The advertiser with brains can give his originality and fancy wide scope. Nor need he ever repeat himself.

An illustration or two will show the value of *selection.* You know " Tom " Murray—Chicago's outfitter for men—" $10 Tom " —the man whose trade-mark is a picture of the back of his own head labeled " Tom " with the phrase " Meet me face to face." " Tom " originated that catch phrase. Among his many advertising specialties " Tom " uses a celluloid pocket mirror with his well-known trademark emblazoned on the back. Without further *adaptation* this well-known " Murrayism " fits to this particular medium. Everyone instantly appreciates the opportune relationship between the mirror and Tom's catch phrase. But adaptation is able to increase this personal appeal still further. " Tom " adds to his mirror this legend: " The other side is not

so *bad.*" That gets an immediate smile when the reader of his little ad turns and sees—not "Tom," but himself "face to face." And "Tom" says "when they smile, you have got their trade coming."

In the same way the pocket mirror may be adapted to a hundred other advertisers just as well or even better.

A western evangelist who uses advertising specialties to help dispense salvation in the mining camps showed acumen in selecting the same article. On the back of his mirror in large red letters was the query "What Shall I Do to be Saved?" with citations of scripture answering that all-important question. The mirror is associated with vanity and frivolousness; the vanities of life, with wickedness. Presumably, then, those who most need conversion use mirrors and would be the very ones to treasure pocket-mirrors. But to clinch this appeal of scripture in a personal way this line rounded out the evangelist's argument: "Who is the Most Wretched Sinner Alive Today?—See the Other Side." Here again *Adaptation* is seen reinforcing careful *Selection* in the first instance.

A publisher of osteopathic literature wished to appeal cordially to that profession at a national meeting of osteopathic physicians. Perhaps all persons know this

school is sometimes spoken of as the "bone doctors" because of the importance they attach to the correct position and adjustment of the separate bones of the skeleton. This publisher selected as his souvenir a card printed in red with the figure of a stylishly dressed woman. To the card was attached a monocle of transparent red gelatine through which, when the picture was viewed, it would disappear entirely and in its place appeared only a grinning skeleton in blue ink. "Can you find the lesion?" was printed on the card with instructions how to use the monocle. Here appeal to the osteopathic fancy was infectious, contagious and instantaneous. This selection and adaptation both were very happy—yet others just as felicitous are possible for every discriminating advertiser.

Adaptation was further secured in this case by a little trick of the artist who had drawn two less ribs on the right side. The studious osteopath who diagnosed that card through the red monocle could hardly fail to discover this abnormality. The advertising text on the other side acquainted the possessor with the fact that the doctor, discerning enough to tell just what was wrong with the lady in the picture, would have no trouble in appreciating the value of the publications issued by the advertiser. Here in-

terest, curiosity, amusement, professional pride and good fellowship were all cordially aroused. By what possible flash of genius could a "copy" writer achieve such a triumph of appeal in "space" advertising? He could not accomplish it—that's all. It is beyond his reach. Such work is peculiarly and exclusively the function of specialty advertising.

A city coal concern desired to encourage a thousand prospective customers of important buying capacity to begin putting in orders for the delivery of next winter's coal supply just as soon as the rough spring weather should be over. It sent out an attractive novelty desk clock with a metal frame in a bronze finish bearing this admonition etched upon a dainty nameplate:

While time is rushing by, don't delay ordering in next winter's coal supply from the Grady Coal Co. It will save money.

Here the fleeting time element arguing to *place the order now* was admirably emphasized by the clock itself, constituting another case of good selection, while the adaptation of the advertising legend seemed quite irresistible.

What better argument could be devised to boom the early coal trade? Think of the value of having this suggestion hourly beneath the eye of the corporation buyer! As

these clocks cost $1.02 apiece, delivered by post, were of guaranteed movement and so unique that every one would be tickled to get one, this coal company was absolutely sure its suggestion and argument were being brought personally to the notice of every buyer whose influence counted. There is selective advertising, individual advertising, strong personal appeal of the best sort, so permanent and lasting in its nature as really to constitute a sort of "monumental publicity." As these clocks are practically indestructible and the movements with ordinary care will run for years, it is safe to estimate that the majority of these advertisements will still be on duty as time-keepers and reminders to lay in "next winter's coal supply" five years from now. How many persons can recall a single newspaper ad they read a year ago? Two years ago? Five years ago?

A shoe retailer used the "Mule Barometer," a clever little novelty, in a way that found instant favor. It shows a printed card the size of a post card with a three-quarter view of a brown mule on it, headed away from the observer. A piece of ordinary loosely-woven hemp twine three inches long protrudes through the card at just the right spot to do service for a tail.

It makes the rough picture humorously fetching. This legend is on the card:

MULE BAROMETER—HANG UP OUTSIDE.

When the tail is dry,	**Fair weather**
When the tail is wet,	**Rain**
When the tail is swinging,	**Windy**
When the tail is frozen,	**Cold.**

Novelties like this that produce a laugh never fail to prove good advertising media. Being a real novelty and humoresque in appeal it required neither careful selection nor real adaptation. It would fit any business, almost on sight. That shoe dealer made this adaptation: "In all kinds of weather buy your shoes of DeMuth." Another adaptation was: "Quit your kicking when your shoes wear out. You *will* if you buy them at DeMuth's."

There would not seem to be any novelty about a wooden thermometer painted yellow with red spirits in the tube such as we have all seen out of doors for many years. Jones, the feed and fuel dealer, bought his thermometer made up in the shape of a coal scuttle, instead of the ordinary straight board panel, and used this greeting to his trade in black letters:

Just Look What the Temperature is today—and think of Jones! When it's hot, he sells ice; when it's cold, he sells wood and coal; and when it's neither, he'll sell hay for the horse, bran for the cow, and rock salt for the goat. Jones is your friend, hot or cold. Give him a try-out. He'll make good.

A candidate for election to the office of treasurer in a city of 4,000 voters mailed a red, white and blue advertising leadpencil to every voter in the city the day before election with this inscription printed on it: "Go to the polls early April 10th and mark your ballot for E. D. Redmond for city treasurer." Here selection and adaptation were both fortunate.

Nothing would seem more prosaic than a plain yellow boxwood yardstick with inches printed in black down one side. Yet when a dry goods merchant sends one into all the homes in his zone of patronage, it will have a strong tendency to push his business along if he prints on the reverse side some such message as this: "Measure with this yardstick the cloth, carpet, ribbon or tape you need to buy, and remember that Wanamaker sells the best of all such goods for the least money, every day in the week." There is a fair degree of selection here, for every household ought to have a yardstick, and once receiving it will usually preserve it a long time. This adaptation

was fairly well done—sufficiently well done, surely, to constitute good advertising.

These instances will suggest the numberless ways of effecting the happy adaptation of specialties to the needs of particular advertisers. Some new wrinkle in adaptation is born every minute. That is the function of the specialty advertising expert—to get up ideas. As well try to recount all the ways in which a lawyer might conduct the case of his client as catalog the various hits scored and to be scored by clever adaptations of specialty media.

SPECIALTY ADVERTISING IS NOT AT WORK UNTIL DISTRIBUTED

VIII

DETERMINING upon *Methods of Distribution* is just as important as any other feature of a specialty campaign. After ideas are embodied in media, their distribution is still to be decided upon, and not only decided upon, but these plans must actually be carried out. Proper distribution must be attended to. Advertising specialties have no potency to charm new customers as long as they remain boxed and stored in garret or basement. Too often, unfortunately, after good money is spent for specialty service, the necessity of putting this service out to work is wholly lost sight of.

The specialty manufacturer has not done his duty by a customer when he sells him a bill of goods with no thought of how they are going to be used. Such a manu-

facturer is not a specialty advertising counsellor at all, but just a manufacturer of so much merchandise. He ought not to be paid on the basis of furnishing ideas and service, either, but rather given a fair market equivalent for his junk.

The specialty advertising salesman who shows no concern over the way his customer is going to make use of a bill of goods and who has no suggestions to make regarding effective plans for distribution, has no right to get that order. He is not an advertising man, and is traveling under false pretenses. He is merely a peddler of merchandise. Such solicitors are doing more to discredit specialty advertising than its avowed enemies.

The advertising engineer and the advertising agency that use specialties, or advise their use, in the campaigns they direct, must not overlook the responsibility of seeing that distribution is properly planned and carefully carried out.

I proclaim it as a fact and challenge refutation that in any case where a business man can be found who says specialty advertising is not a satisfactory method and that "it doesn't pay," has either been "stung" by a specialty salesman loading him down with stuff he didn't know how to use, or else when put in possession of

proper plans of distribution, has failed completely to attend to this detail. I have never known of a case of a spoiled customer for specialty advertising, whose case, upon investigation, did not reveal some such history.

A certain merchant said yardsticks are a failure as advertising gifts—*he* had tried them. In fact, he had 3,000 on hand when he made the statement. They were in his basement. Had been there four years. Meanwhile his firm had changed its personnel and name. His yardsticks were valueless now. His entire order had been for 5,000. Sixty per cent. of the order was never used at all. And "how were the other 2,000 used?" "No way, particularly—just given out." He didn't remember following any plan to put them into the hands of customers or prospects. The salesman who sold this order had not shown any interest in getting them out. In the interim he had never referred to that order —never even asked how the yardstick coup turned out. Needless to add, he had never gotten a repeat order. Neither had any more deserving solicitor gotten an order there. But a specialty advertising man worthy the name got hold of that merchant after four years, showed him his error, got him to try it again and made a

permanent user of specialty media out of him.

Scratch a disappointed user of advertising specialties and you will find a failure to employ rational plans of distribution.

Make a memorandum that the solicitor who offers you a specialty medium and does not proffer you intelligent advice pertaining to its distribution is not worthy of your time and patronage.

The first question in distribution should be, is the specialty one to be displayed for exhibition or bestowed as gift advertising upon individuals? or both? If it is such an article as a sign specialty, the problems to be solved are how will it be put out over the territory, and how will it be put up where the people will see it after it gets there? These are problems worthy of the best study of both advertiser and the specialty manufacturer who supplies his media. Some sign specialties are packed with goods. Others are expressed or mailed direct. Others are left by the traveling salesmen, or distributed and put up by trained crews who have no other worries.

There are serious risks to be run that sign specialties may not be put to intelligent use when sent to the dealer and whatever feature of the medium or its distribution will help to insure this co-operation

of the dealer is worth its cost or trouble. In general terms the more novel, attractive and costly display specialties will receive careful exhibition by store keepers, while commonplace, cheap and ugly things will be discriminated against and even chucked into the basement. This is another way of illustrating that good and beautiful media for advertising display are worth their price. In the chapter on "Store Reminders" is cited a class of advertising devices that are bound to find appreciative usage because of being designed primarily to serve useful purposes, such as hold and display goods, feed out twine and other helpful things in store economy. Advertising specialties may be made to embrace utility to such a degree that they will absolutely compel usage.

Quite another set of problems are involved if the medium is for personal advertising. Shall it be mailed to the recipient in a separate package? Shall it go to him in a two-cent letter? Shall it be advertised to be sent to him by mail if he writes for it, and if so with or without postage being forwarded? Shall he be asked to call and get it in person? Shall it be left with him by the solicitor who seeks his trade? Shall it be supplied in bulk to the jobber or dealer and be handed

out over the counter? Shall a distributor canvass the city handing it in at the front door? Shall it be distributed from a booth at the time of conventions, fairs and expositions? Shall it go to present customers, or to new people whose trade is wanted, or both? Shall it be used as a souvenir for a holiday, anniversary, or season sale, or grand clearance sale, or be given out as a premium for buying a special article, or given with a certain amount of trade, or for introducing a new customer, or in connection with some other service?

You see, there are many things to think of in distribution, and at least one good idea or way of reaching the desired people must be decided upon and then be followed out. Often several different plans are employed at the same time. Whatever practical plan is adopted, it may be expected to succeed in proportion as the *selection* and *adaptation* of the medium have been happily chosen, as the *plan of distribution* has been well thought out, and as this plan is vigorously and carefully applied. There is no feature of specialty advertising more important than putting media to work. Remember that *specialty advertising does not begin to work until distribution has been effected.*

Some advertisers believe that personal appeal media are most effective when they

carry with them the obligation of some reciprocal service on the part of the recipient. Some believe that novelties should be virtually sold to the persons appealed to, prices being graded according to the classes from which inquiries and responses are expected. Thus, a large New England manufacturer using customarily many different magazines and periodicals for the advertising of his lines, also makes extensive use of a fine art calendar. In his advertising in a high-class magazine, he announces the publication of his calendar, and offers to send it for 50 cents. In another less exclusive publication, he offers the calendar for half that price. In the one case, the inquiries which he receives are of a distinctly different order from those obtained through the other offer, but both have proved to be effective sources of profitable business.

In like manner, a great Peoria manufacturer producing farm machinery procures a fob representing one of his engines. He advertises this novelty fob extensively in farm papers of large circulation and cheap price, and also advertises it in the *Saturday Evening Post,* a periodical of large circulation within a well defined upper middle class. With a definite purpose in mind, he gives the fob free to inquiries from one set of farm papers,

charges 25 cents apiece for the fob to inquiries coming from keyed ads in another class of papers, whereas inquiries coming from the *Saturday Evening Post* are required to pay 50 cents for the same identical fob.

The rationale of this process is simple enough when it is investigated. The advertiser who wishes to bring into the range of his follow-up all possible customers will use novelties as gratuities. The advertiser who desires to make his appeal strictly selective, will gauge his scheme of distribution accordingly. One class of prospects will be quite willing to pay 25 cents for the article. A higher class of prospects will think little or nothing of half a dollar, and it is conceivable that still another class might respond to the offer of a really appealing specialty at one dollar, as readily as the lowest class responds to the offer to send it free.

In a word, the distribution, or "circulation," of specialty media must not be entrusted to any automatic "machine" scheme. Every step in the process must be thought out intelligently and with discrimination, keeping always in view the sort of people addressed and the object sought to be attained.

One of the great exclusive calendar

houses of the country in devising a plan of distribution for a handsome calendar, got up a form as follows:

"We have obtained the exclusive use in our city of an exceptionally beautiful calendar subject, entitled ....., the original of which was painted by one of the most talented artists in America, ... The reproduction itself is the work of ..... & Co., who have brought the photocolor process of reproducing high art paintings to the highest point in America today.

"The calendars are far too valuable to be entrusted to the mails, and so we are holding one for you at our office. The presentation of this card will entitle you to it."

This personal message printed in good style on a fine bristol cardboard, personally addressed to each of the thousands of desirable prospects, brought personal responses from a very large proportion of them. Every person who called for the calendar evinced his particular interest in this souvenir and in the house offering it. Those who did not evince interest in the house did not receive the calendar. There was no waste whatever, and the use of this medium was productive of very good results. A similar scheme of distribution might be ineffectual in a line of business radically unlike the one cited, but scores of other

equally efficient plans might easily be devised for any line of business.

The effective distribution and hanging of good sign specialties has come to be regarded as so important that some of the progressive manufacturers will enter contract to place whole editions. In this way one manufacturer made an art lithographed metal display easel for the Gerhardt Mennon Company—a child's figure holding up a box of talcum powder—and actually erected 10,000 of these *in the front windows of leading city drug stores.* This manufacturer also made and erected 25,000 lithographed metal twine-holders for Lowney's cocoa in the grocery stores of the United States and Canada.

Keep always in mind that specialty advertising does not begin to represent a service in building up business until the specialties have received due distribution.

THE ART CALENDAR A PERFECT MEDIUM OF PERSONAL APPEAL

IX

ART calendar advertising represents the acme of personal appeal, the perfection of connective publicity and the best strategy of any sign specialty obtainable. The calendar is universally useful as few possessions are—in every place of business and every home, among every class of people, and to every individual of every class. It appeals tc folk at marriages, births and funerals. It is in constant demand 365 days in the year. If the picture has real merit, it may last many years. It is an *absolute necessity* everywhere, and there is real convenience in having duplicate calendars all around through every establishment so that dates may be determined as required without a moment's hesitation.

The art exemplified in the modern ad-

vertising calendar of the better lines and grades is so good as to constitute the best that average people ever see or know of fine pictures. People high and low love the beautiful, yearn for it, want it in their offices and homes, and hence one's calendar may be prized far more for its picture than the date pad which gives it indispensable utility. The rich are as glad as the poor to accept an art calendar and give it place in their lives. Calendar subjects now represent the best work of our contemporary artists and calendar makers are paying artists more for the rights to use their subjects on calendars in many cases than two or three years ago their canvasses brought in open market. The more enterprising manufacturers have signed up many of the country's distinguished artists for exclusive rights to reproduce their works—some for terms of many years.

Perfection in the graphic arts, in engraving and printing processes, have made it possible to reproduce pictures now with absolute accuracy. Most people would say these calendar prints are just as beautiful as the originals. Three-color and four-color process printing, lithographing, the photogravure process and other methods are taxed to their utmost to produce calendars so meritorious and pleasing as to be

worth framing and preservation after their year of service shall be over. Many such advertising pictures are framed and treasured permanently.

Because of this rare combination of utility and beauty, the modern advertiser is able by his calendar to obtain space—preferred space—*priceless space* upon the walls of public and privates offices and homes which would be *absolutely unpurchasable* in any other way.

So calendars are business signs and business cards which by the strategy of sheer merit are able to penetrate into the commercial and domestic privacy of even the most cold and unresponsive prospect or customer and by the gentle art of suggestion familiarize him with the advertiser, his goods and service. This power of the calendar to mold opinion and feeling for an advertiser is really wonderful when the matter is anaylzed.

A great New York advertiser placed an order for 200,000 calendars, each 18 x 24 inches. It was a superb specimen of the calendar maker's art. It appealed to the finest esthetic instincts of men. It suggested matters relative to historic, political and artistic affairs, which appeal universally to all persons having any degree of refinement. It was pretty in the popular sense,

too, and could appeal to every individual, whatever his grade of culture. It gained popularity in Greater New York and was eagerly accepted by every person to whom it was offered.

When the distribution was complete, some one interested both in advertising and arithmetic, figured out that this advertiser secured absolutely free of rental wall space amounting approximately to 304,166 square feet in the most important and exclusive business places in New York!

Suppose this advertiser had endeavored to make a contract with any sign or bill-posting organization to secure for him 304,166 square feet of wall space *inside the offices* of Wall Street, Broad Street, Nassau Street, New Street, and Broadway—well, that would be a physical and a financial impossibility, as every one will readily understand. And this space pre-empted for this advertiser lasted an entire year. What do you suppose was the value of this space to the advertiser as charges for public space goes?

An art calendar is the ambassador of business. It is your envoy extraordinary and minister plenipotentiary at the court of those whose custom you desire. You and your house are judged by your calendar, just as the Court of St. James is

judged by the ambassador it sends to represent the United Kingdom at Washington.

"Tell me what you like, and I will tell you what you are," said the philosopher. Men ordinarily give away things of the kind that they themselves like. A man who gives away a good art calender thereby declares unto all men the type of man he is. In other words, he expresses his personality in this calendar. He is judged by his calendar. If the judgment people form of him from inspection of his calendar be good, he has established those relations of approval, sympathy and confidence which in the end probably will result in business.

Taste is the plane of cleavage between good and bad. The size of the check a man draws to pay for his annual supply of calendars does not postulate everything about the quality he receives. Many a man's money is checked out of the bank every winter to pay for calendars which positively are limiting his chances of attracting some of the very persons he most desires to have on his books; and many another man having taste, spends a comparatively modest sum for a calendar which ingratiates him and his house in the respect and business affections of all who see it.

If it is plain, common sense for the nations of the world to insist that the am-

bassadors who represent them at foreign courts shall live and deport themselves with the dignity becoming their rank and if it is common sense for Marshall Field & Co., of Chicago, to insist on well-designed, faultlessly-kept and attractive wagons and well-mated, well-groomed teams for the delivery of dry goods, it is well worth any man's time to see that the calendar he sends out as his trade ambassador to represent him shall be worthy of him and not a false witness about his character.

The advertising calendar is endorsed by the choicest and foremost advertising firms and corporations of the world as the embodiment of the best there is in souvenir publicity, and it must appeal to multitudes of advertisers as a paying investment, too, or they would not persist in using it year after year. It is said that the calendar publicity outlay each year now reaches the sum of $20,000,000.

And, finally, there is another argument for quality based upon figures. Conservative judges estimate that the annual distribution of calendars in America is about 400,000,000—more than three calendars for every person on the continent. It is only the cheap and inartistic calendars that are ever thrown away. The advertiser who buys meritorious art calendars having a

well-selected subject, knows that his advertising messenger will supplant all the cheaper calendars wherever it comes into competition with them for that coveted wall position.

The distribution of calendars is easy. They are readily mailed in special envelopes or tubes, while quite a choice of very small ones are obtainable for use as "letter enclosures." They are distributable by almost any other plan available to put out other specialties. The circulation of calendar advertising is always fully within the control of the advertiser, so there need be no waste. These points are of prime importance.

A calendar is often said to be the one medium that is not affected by the size of the advertiser's purse. He can buy a small order of very fine subjects just as well as buy an exclusive edition. It is certainly one medium that pulls as well proportionately for the man who has only a small amount to spend for advertising as it does for the man with a fortune to spend.

"LETTER ENCLOSURES" TO GET THE FULL VALUE OUT OF POSTAGE

X

DID you ever stop to realize that half the postage on commercial letters ordinarily is wasted? It's a fact. That is to say, you must pay two cents for a letter weighing one-half ounce—the usual weight of commercial letters—just the same as for full-weight one-ounce letters. So the average business letter only uses up half its weight allowance, half what is actually paid for.

Why not prevent this astounding waste in your letter postage by making it advertise your business? You must pay the bill—why not get the fullest possible benefit out of it?

The advertising specialty designed as a "letter enclosure" enables you to do this. You have almost a limitless selection of

these specialties from which to choose such articles as will best serve your business purposes. Indeed, the preparation of unique and fetching "letter enclosures" forms one of the most important branches of the specialty advertising craft. Souvenirs suitable to drop into outgoing letters—either the usual No. 6 size (six inches or so long) or the big commercial envelope, No. 9 (nine or nine and a fraction inches long) may be had in profusion made of paper, celluloid, aluminum, tin, cloth, wood, rubber, decalcomania and other substances. As the larger size envelopes are better adapted to carrying enclosures of all kinds (some specialties like the advertising lead-pencil being too long to go into the 6-inch envelope) many firms, particularly financial houses and publishers, now use the No. 9 envelope exclusively for all business correspondence. This plan has an added convenience in that regular commercial letterheads have to be folded only twice to go into the larger envelope while three folds are necessary to fit ordinary sizes.

Nothing makes a business letter so effective as a clever letter enclosure. You know this yourself. Can you avoid giving consideration to a letter, for instance, that drops on to your desk a beautiful three-color process blotter showing an artistic

girl study or effective landscape? You throw some letters away unread if they have a "form" look to them. Of course, that often represents as great an injustice to your own business as to the house whose appeal is thus squelched; but you justify it because you are busy. The properly put letter, however, which also contains a little gift—even if only a trifle—is sure to get double attention and it will be read if intrinsically worth the reading. Then, after the letter is thrown away, or perhaps filed and forgotten, that bright and pleasing blotter with its message from the advertiser stays on the top of your desk, is momentarily under your eye, is handled by you almost every minute that your pen is busy. Consciously or otherwise, you read its bid for business over and over many times during the month.

Can you imagine any other way costing the advertiser only a penny and a fraction in addition to the cost of his letter that will insure his advertising appeal getting so much attention? It is not possible to figure out such results from so little added expense by any other plan. The letter enclosure has no competitor for making business appeal by letter effective. It is tantamount to "letter insurance"—insurance that the business letter will get attention.

Unique opportunity is afforded the advertiser to make an impression by the very persistency and variety with which his letters bring acceptable little souvenirs—each a sales ambassador for opening up better trade relations. I recall certain sales managers whose letters are always welcome because of the new gift that I know each is sure to contain. It is always something different. If blotter after blotter should be received in the course of the months, the pictures, at least, are always different. The last is just as new and acceptable as the first. The specialty manufacturers ordinarily supply art blotters in series of 12 subjects so that a different blotter can be used every letter or every month, anyhow. One can hardly conceive of a business man's desk receiving too many fine blotters, nor of appreciation of them becoming dimmed —not while the pen holds sway in commerce.

Yet there are a hundred and one other specialties besides blotters expressly designed as "letter enclosures" and he who wishes to can send out a series of utility articles, fun-makers and various interesting little jimcracks that will be sure to get notice and make friends without ever repeating himself in any way. Before a tenth of the present offering could be employed as

many more new ones will be offered. Any novelty fit to mail in an envelope that does not weigh over a half ounce will be sure to find ready employment as a "letter enclosure."

Leadpencils and pen holders are now much in vogue for this purpose. Some of the specialty folk supply, when wanted, a long, narrow, stiff inner envelope to incase these articles which guarantees safe carriage in ordinary letters with absolutely no danger of tearing the envelope while going through the mails. I am assured that this is unnecessary—that letters sent out by the thousand with a pencil dropped in loosely go to their destination all right. It is my belief that the inner envelope is worth all it costs, however, as it gives the advertiser opportunity to print another message to his customer or prospect outside the gift, while the "surprise package" element which it adds is indubitably valuable.

Scores of useful or beautiful little articles in celluloid are designed to do service as "letter enclosures." Besides celluloid-backed blotters, there are book-marks, memorandum books, silicate memorandum cards, business cards, calendars, stamp cases, courtplaster cases, typewriting erasing shields, six-inch pocket rules with various systems of measurement such as

inches, meters, picas, etc.; baseball and other game scores, mirrors, glove-buttoners, badge and button novelties, rubber erasers, cigar perforators, celluloid pencils and nameless little specialties entirely individual to the line of one or another manufacturer. The way that celluloid takes color decoration by three-color, lithographic and photogravure processes at the hands of the mastercrafters in celluloid art makes a surprisingly beautiful offering of advertising media good for letter enclosures.

Of course, all the graphic arts are put to tribute for their contributions of "letter enclosures," and some fresh novelty is produced out of paper almost every minute. These range all the way from pictures to finely printed and illustrated booklets, and are far too prolific to specify.

Aluminum novelties are worthy of mention. The light weight of this metal is a feature, while its satiny surface lends itself particularly well to color printing and picture work by all processes.

Metal and enameled metal specialties are used to a large extent for distribution by letter. Stickpins, charms, bangles, badges, buttons and cuff-buttons, key-rings and key chains, cigar cutters, manicure and combination tool novelties, souvenir, emblematic and trademark coins, button hooks, tricks,

puzzles and various novelty forms of noise-makers are all used extensively as letter enclosures. Ordinarily such articles are merely dropped into the fold of the letter sheet, but in the case of articles with three-dimensions like cuff-buttons, it is usual to wrap the gift in tissue paper. The range of these articles all the way from paper to metal indicates the very wide selection afforded the advertiser.

Of course, real novelty, mystery, surprise qualities and mirth-producing features will always be worth their price in selecting letter enclosures. There is more laugh in a "mule barometer," for instance, than a copy of a comic paper. He is a peculiar person who would receive such a novelty without showing it to his friends and taking it home to the children. A little aluminum disc that bends in the hollow of the hand with a loud ear-splitting chirp-croak is sure to fetch the attention of any man with inquisitive mind or interest in children. Who could receive a "colorscope" without using that red monocle according to instructions to see what presto changes take place in the picture? When that magician who was sent out in this form by the International Harvester Company of America transformed his stage rosebush into an I. H. C. gas engine, do you imagine there was any

failure to win puzzled attention? Even grandfather would work at it ten minutes to discover the secret. Who could get one of those little card barometers of the girl with a cloth skirt or the boy with cloth pantaloons dyed in litmus—warranted to turn blue when it was about to rain and stay pink in fair weather—without hanging it up to watch for the phenomenon?

It is this very range of appeal from humor to usefulness and from mystery to beauty that endows the advertising "letter enclosure" with its power to get attention and cultivate friendly relations.

Who could receive one of those panoramic celluloid cards which alternates the view as often as a tag is moved in or out—showing the Gold Dust twins at work, for instance, in the first view, and, cleaning done, throwing hand-springs for joy in the next—without deriving amusement akin to that of youth? And the fascination of that moving picture post card! Think of seeing a boxing bout, or fencing match or bull fight or the piroutting of a ballet dancer proceeding under your eyes just as long as you care to move the inside slide! To be sure, if the advertiser would rather talk shop than entertain, you can see two lumbermen at work patiently sawing a log with a Simonds cross-cut, or a bunch of stu-

dents proposing a toast to the Alma Mater brew.

Then there is the invisible card and letter both of which require only to be wiped over with moisture to make the hidden cipher picture spring into sudden view. What inexhaustible possibilities that novelty offers the alert advertiser! A winsome summer girl sits by the seaside. Will he come? Will he make a hit if he does come? Pass a wet finger or the wet corner of a handkerchief over the card and lo! he is here—and into the hands of the maid he lovingly thrusts a box of Huyler's chocolates! These several specialties, enumerated merely because they are adaptable to distribution by letter, hint further of the possibilities of advertising by showing the picture of the advertised article itself, or of the trademark that is being popularized, or even making the package reveal the contained product.

So much for the little novelties that take on mystery and entertain or amuse and which can be used as letter enclosures. They will never grow old for the purposes of the advertiser—not while business continues to be done by letter.

SIGN AND OTHER OUT-DOOR SPECIALTIES EFFECT GENERAL PUBLICITY

XI

SIGN specialties for out-door display constitute a very important branch of advertising as it is done today. One who rides through city or country cannot but be impressed with the great number and variety of out-door sign specialties—metal, cloth, paper, fibre, enamel, glass, vitrolite, wood and what-not, including the modern marvels of moving devices and electrical illumination.

Upper Broadway, New York, and most other modern centers of civilization, have come to be more conspicuous and beautiful for their advertising that dispels the night than for their towering buildings that obscure the daylight. This evolution of electrical illumination for advertising purposes really constitutes a chapter in social economics. Just as advertising has gradually

given the world its whole fabric of newspaper and periodic literature, so advertising is now assuming much of the burden of city illumination. And doubtless this phase of publicity is as yet but in its infancy.

The other and more numerous forms of out-door advertising, such as display signs and fixtures, have in recent years undergone a development in their way quite as remarkable. Thirty years ago, it is true, barns and sign boards were painted by hand with the advertisements of Gale & Axe's "Little Joker" smoking tobacco and Hood's remedies in much the same way as "Durham Bull" smoking tobacco holds the boards today. That and the stolid wooden Indian of the local tobacconist, now fast disappearing—that is, the Indian—were about the extent of the *al fresco* advertising resources of the tobacco trade in the 70's. Now, manufacturer, jobber and dealer in all lines of business are offered a wonderful selection of out-door media which for variety and general and special excellence are quite bewildering to the novice.

The bill board and the sign painters' productions are alluded to here only incidentally and for purposes of contrast, helping to point out the historical development of out-door advertising. These interests—while unquestionably constituting one

branch of specialty advertising, and an important one—are ordinarily not included in the term "specialty advertising." The bill board interests make up a distinct trade by themselves. The local sign painters in every town and city who turn out individual jobs by hand are regarded as artisans and *not* as advertising men. Those few big concerns doing a national business in hand-painted sign boards for advertisers make up a separate trade, just as do the bill board interests. The most progressive among these also install the large electric display signs.

This distinction among trades is made here so as to focalize attention specifically upon the remaining wide range of media constituting the various out-door appliances known as "specialty advertising." These signs and devices are made, as a rule, by the same houses that make in-door advertising signs, calendars and the whole wide range of gift specialties. So there is a fundamental trade basis for this distinction between crafts—between the "specialty advertising houses" on the one hand, and the bill-board, street-car sign, electric sign and hand-painted sign concerns, on the other. Specialty advertising interests do not in the least minimize the value and importance of these other out-door media. Along with

the newspapers, magazines, class and trade papers, these instrumentalities are recognized as effecting a very valuable work for advertisers. Each sort of publicity has its part in business building. One kind of medium will often do work of a given kind far better than another. It is the misfortune of general business interests that this specialization of function in advertising media has too long been obscured by individual interests in order to further the selling of more of one or another sort of publicity.

So much parenthetically. We have now staked out that part of out-door advertising to be designated as "specialty advertising" and excluded other somewhat related interests not calling for particular attention here, because depending upon other separate crafts and industries for their maintenance. It is still a very broad field remaining. The novice will scarcely be able to familiarize himself with it fully on short acquaintance. It remains to list some of the most important classes of these out-door specialties and see how they effect the purposes of the advertiser.

Metal sign specialties for out-door display are very numerous in design and execution. Strip steel signs, done by the "rubber engraved" process and printed in

two, three or four colors, are very familiar to every one from their frequent display on buildings, fences and trees. These are erroneously called "tin signs" by many people. They are not made of tin, but of sheet steel; so that term should not be used. These strip signs are of varying dimensions and thickness, ranging in gauge from 38 to 20, and the life of such a sign exposed to all weather is set down as two years. Of course, they often will be legible for much longer time, but through two years their colors, if well executed, will remain bright and the sign will be regarded as in good condition.

Lithographed steel signs are also used for out-door display, and these have the advantage of being able to reproduce the most beautiful pictures; but the more artistic and costly of these are ordinarily used as in-door displays where weather ravages are wholly eliminated; yet this is needless economy for the out-door lithographed metal advertising specialty will last in excellent shape for four years, when a good piece of workmanship is put out.

Novelty shapes in metal display specialties are now coming into popularity among exclusive advertisers, such as various patented devices that embody trademarks and in some cases move or whirl to catch

attention. An example is the sign used by the N. K. Fairbank Co. to advertise its "Fairy" soap. The sweet little girl, so familiar to us all as the trademark of this soap, is duplicated in a lithographed steel cut-out made as a flange sign. There she sits on a mammoth cake of "Fairy" soap with her little bare knees, holding a bunch of violets, and all in colors, just as seen on the backs of the magazines. The cake of soap is shown as a cut-out, and mounted cn vertical pivots, so that it whirls with the breezes to catch the eye. There are numerous novelties in form and operation among these metal specialties for out-door advertising and new ideas are appearing continually.

Variously shaped metal specialties, such as flange and drum signs, have long been popular. Ordinarily the drum sign is supplied to the dealer by the manufacturer who wishes his brand to be especially pushed, as where a clothing manufacturer erects one as his own advertisement in front of the store where his products are on sale.

For fine and durable signs the enamel and steel sign is deservedly popular. This sign is familiar to every one, showing the blue, white and yellow picture of "Old Dutch Cleanser," and also as used by the telegraph companies everywhere. These

signs, when well made, are relatively costly, but they last correspondingly long. If spared violence, they don't wear out at all.

A small amount of development has been done in cut-out and embossed steel signs of life-size figures—men, mules, elephants, etc., which have been seen in some rural sections standing up by the roadside, as that big metal elephant was, or tacked up against the sides of barns or stores. One of these advertising Patton's "Sun-Proof" paint, has caused many a laugh on passing trains, showing a man hanging frantically to the gable of a barn and scrambling as if about to drop. This patented specialty is meritorious and is not being pushed as it ought to be, owing to the fact that the manufacturer who got it up is too busy turning out automobile bodies and steel launches to give it attention. It should be taken over by some live specialty house, able to give it the pushing it merits.

Novelty patented metal wind signs, such as those standing on a vertical axis and rotating, have had great vogue the past four years. The best known of these shows three sides which in rapid motion runs the three-faces into one image and reveals the trademark constantly in view. Some painted with spiral lines give a funny twisting effect in motion.

Specialty Advertising

Various glass and composition signs enjoy popularity for store front and store corner displays. One advantage of these is the rich display of colors they permit the manufacturer, while protected behind the glass the gold and silver leaf, blacks, reds, blues and greens and mirror finishes of the lettering will last for decades if not a lifetime. The glass-cutter's art and sand-blast methods add other features of attractiveness and beauty. These signs are too costly and too breakable for promiscuous erection, of course, but for handsome store fronts they will always remain popular.

A new translucent sign called " vitrolite " has just come into service, which has several distinct advantages over all other makes. It is a milk-colored opaque material that looks like polished marble and which, after being decorated in colors, is fired like pottery, burning its advertising legend enduringly into its shining glaze like fine pottery. It is impervious to all changes of weather and when stained by dirt can readily be cleaned by turning the hose upon it. By night this sign is illuminated electrically, showing out brightly as a whitish background behind its decorations which is puzzling because it looks as opaque as a slab of marble and still is brightly illuminated from within.

Cloth sign specialties constitute an arm of advertising service almost as old as painted barn sides. These are made in all sizes from small strip fence signs to the big store signs making a strong plea for "Duke's Mixture." Car signs used to be made covering half the sides of freight cars and until the railroads stopped this form of advertising (except on private cars and stuff loaded in flat cars), it was in common use among large shippers. The railroads say the use of these car signs damaged their cars by nails and paste and covered up car numbers which sometimes interfered with service. Any one who rides on the street cars and railroads knows how universally today the cloth sign flaunts its advertisements for food, clothes, tobacco, medicines, automobiles, wagons, farm implements, stores and newspapers from the sides of buildings, fences, trees and board displays.

Many other cloth specialties for advertising purposes are in use besides signs. There is the horse-cover, which every teamster is glad to get and will be proud to have his horses wear as protection from flies. There is the wagon umbrella, which every teamster must have if he would spare his head from sun and rain; and half the wagons in any town or city can be lined up

to do service as circulating media for an advertiser if the horse-cover and wagon umbrella route to fame be selected. Cases are known where the teams and wagons of a house have actually advertised its competitor through the medium of these specialties.

There are the cotton cloth caps which men as well as youths in large numbers are glad to get and will wear, notwithstanding their bold advertisements. Likewise cloth aprons for artisans and clerks afford good advertising. While such specialties, from wagon umbrellas to carpenter's aprons, in one sense, are personal advertising in that they cinch the good will of the recipient, yet in a larger sense they are the instrumentalities of general publicity, being designed to attract the attention of the multitude, the appeal to the recipient in these cases being merely an incident of distribution. Pennants, banners, arm-felts, hat-bands and other devices are all in use as advertising.

Fibre signs, cardboard and heavy paper signs have been in much vogue, particularly those called "weatherproof" and treated by one or another process to make them shed water. Some of these are paraffined, others receive other treatment. While these signs have a cheap look and are cheap in

cost, they give a good measure of advertising for the money and the best of them will actually wear in competition with metal signs. It is nothing uncommon for these signs to last two years and still show service.

Kites, balloons, aeroplanes and other flying devices are used more or less for advertising. One of these stunts exhibits a dummy figure of a young woman in a trapeze which hangs from a box-kite, the figure being made so light as to fly readily and yet creating the impression that a flesh-and-blood girl in flaming red stockings is in the sky for advertising purposes. She makes a most uncanny impression on the multitudes.

There are numberless odd things for outdoor publicity, and something new is created every month. A late one is an advertisement to cover the wheels of vehicles, easily attached, which always stays upright and legible.

Wooden signs are still used to some extent, being run through the press, and having their lettering printed, usually in black on a yellow ground, but the other sorts of signs have nearly run this advertising device off the market. Wooden and tin whistles and other noise-makers appealing to children and carnival crowds are pre-

eminently out-of-door advertising; but these fall rather in the category of personal advertising.

From this hasty survey of out-door advertising specialties, two things must have become evident to you: (1) the selection of media is wide and varied; and (2) most out-door media are wholly *impersonal* and are effective in securing *general publicity,* in doing educational advertising, in spreading the name and fame of advertised commodities much in the same way as newspapers and periodical "space." Specialty advertising, then, as regards its out-door specialties, offers *highly effective general publicity media*—just as truly, indeed, as, through its gift specialties, on the other hand, it also embodies the only form of highly specialized *individual media,* the instrumentalities for making personal appeal.

"STORE REMINDERS" AND "CLOSING ARGUMENT" MEDIA HAVE THE LAST WORD

XII

STORE reminders are the last trump card which the manufacturer or jobber has to play in the selling game and they are all important from the fact of coming into play just at the moment when the customer enters the store to purchase. General publicity may have done its utmost. Personal advertising may have secured the best of feeling for the advertiser. But the buyer is still a creature of impulse and ready for any happy suggestion regarding the commodity to be selected. At the instant of approaching the store, looking into the window, passing through the door and standing at the counter, his mind is focused on his needs and what he shall buy, is receptive to suggestions as never before. He is usually looking for the latest ideas. And in spite

of all previous efforts to mold and fix his preferences by various sorts of advertising, he is now to run the gauntlet of still another sort of influence, and it's an even break whether or not some specialty in the shape of a "psychological suggestion" or "silent salesman" or "closing argument" appeal puts the particular article upon his lips that he calls for. Multitudes of sales are determined in this way at the last moment by these "store reminders."

A boy who wanted an L. E. Waterman Co. fountain pen went out to buy it. He had seen it advertised in the magazines all his life. He wanted a pen and it never occurred to him there was any other good sort but "Waterman's." At the stationer's he stopped to marvel at a window artfully decorated and illuminated with unique green and white glass specialties to advertise the "Onoto" fountain pen which had come upon the market recently. He was impressed profoundly at this display and, such is the power of advertising, that by the time he stepped into the shop he was really in doubt whether it was a "Waterman's" or the "Onoto" pen that he had come for. He stood hesitating a moment before the show cases where both lines were well displayed. His eye chanced to light upon another out-of-the-ordinary store sign hung

from a chandelier, displaying those mystic letters "O-n-o-t-o"—and the "ONOTO" pen was what he asked for, and purchased. A few minutes later he was walking away, the possessor of a pen that had not even come to his notice until the moment when he capitulated to its unique specialty advertising.

This little occurrence is the more interesting because of the fact that the L. E. Waterman Co. has been one of the pioneers at developing a logical and very forceful system of in-door advertising display, including things designed as window and counter suggestions, closing argument appeals and psychological moment monitors. Probably no concern in the country has done more of this sort of connective advertising. The company advertises to the dealers that it regards this form of advertising as equal in importance with its magazine publicity. Ordinarily "Waterman" suggestions outnumber and outclass all the rest of the visible but silent specialty pen sellers at the up-to-date stationer's; but in this case the new competitor realized that to create a market for itself in the face of the Waterman prestige, it simply had to excel the Waterman concern at its own game. It would have no show against such a good specialty advertiser unless it got up

window and counter displays, not only as good, but even more striking and original. It did not imitate the Waterman's Company's good specialties, but devised a new and oddly shaped and strikingly colored line of specialties, and in this one case, at least, this "Onoto" work indicated that it was able to break the spell of the name of an older competitor and create new demand for itself right at the counter.

If anything, more art and ingenuity are shown by specialty manufacturers in devising original, fetching, useful and beautiful things for in-door sign displays than for out-door advertising. All materials and processes used by the specialty trade are made to do service for supplying these media. In addition to the standard things enumerated in the chapter on out-door sign specialties, various other things peculiar to in-door store display are to be mentioned.

There are the celluloid signs and those made of kindred substances under whatever trade name, such as "tuscaloid," "minnaloid," "pulveroid," etc. These specialties are made in forms to hang up and also to stand on the counter or show case with easel backs. Have you not seen on your druggist's counter some such dainty sign creation of this class as the celluloid easel now advertising Colgate's Talcum Powder,

reproducing, as it does, the firm's ad with its characteristic coloring of faint lilac, pale greens and yellow as seen on the back covers of the current high grade magazines? Is it not a most effective reminder to buy that brand at a moment when magazines are not at hand and when the suggestion you got at home some night before, while perusing the magazines, has been forgotten? Even if you had never seen these magazine ads, this specialty at the store would win your patronage.

Lithography, rubber-engraved process printing, three-color process printing, photogravure, the decalcomania process and embossing all produce their thousand different specialties in the way of "psychological moment" buying suggestions. These are made of steel, tin, aluminum, celluloid, paper, glass, china, wood, leather, cloth and other materials. It is needless to try to do more than allude to a few of these specialties as typical of all the rest.

One of the most important of in-door specialties is the splendid lithographed steel picture sign with the frame stamped out of the same sheet, looking veritably like a high-priced art canvass appropriately framed. The art possibilities of this specialty are absolutely wonderful. When it is said that an art gallery might be reproduced in this

manner with such great fidelity to the originals that the average person would probably be just as well satisfied with the imitations, some idea of the achievements of the houses adapting lithography on metal to advertisers' purposes will be realized.

This form of advertising utilizes the intrinsic beauty of the advertisement rather than printed words to impress its message of quality, value and service upon the consumer. An example or two will suffice. The Sharples Cream Separator wanted to tell a story of how easy it is run, how cleanly to operate, how satisfactory to the housewife and what a joy it brings to the farmer's household. To do this, its lithographed steel sign showed a picture from an ideal farm house—evidently a spick-and-span kitchen—where a "Sharples" separator is in full operation. The farmer's wife dressed in snowy white is filling the machine by bucket. A child turns the crank. The rich cream and the skimmed milk are pouring out in separate streams without so much as making a splash! It is evident that a lady can run the Sharples without the need of soiling her fingers. No work—no dirt—the utmost satisfaction—it is all shown in that picture! What do you think would be the influence of such a piece of psychological advertising upon the

farmer and his wife visiting a dealer's to select the best cream separator? Other things being equal, wouldn't the Sharples somehow carry conviction that it was the cleanest, easiest and best because of this picture? Surely it must. And such advertising will last for decades.

The National Biscuit Company uses one of these steel pictures framed to show a reproduction of its extensive line of crackers and cake confections, both as trademark packages and as the goods are served. This advertising specialty was adopted as a substitute for the old and costly plan of allowing dealers one package of goods in each box to open up for exhibition purposes. The picture shows the same thing in a neater, cleaner, more attractive way, saves the waste and gives an ever-present reminder that "Uneeda" biscuit, "Nabisco" wafers and such things are necessary to every well-stocked larder.

A recent departure in lithographed metal displays is the cut-out—the usual emblematic or trademark picture of the advertiser, with the atmosphere or background cut away so that the figure only is presented. An example of this work is the Malt Nutrine girl sitting in a swing. To carry out this impression, cords are added for the

rope swing which are used to hang up the sign. It is a very fetching sign specialty.

Another radical departure in lithographed metal specialties is represented by the variously devised advertising display racks, brackets, easels, cases, etc., which appear primarily to be intended to serve some necessary utility and only secondarily to be meant to perform advertising service. This is, of course, a blind. The advertiser recognized that in the competition among manufacturers and jobbers to get valuable window, shelf, counter, wall and floor space, the most beautiful and useful things will be given preference by the dealer: so it is aimed in these specialties to give him an advertising device that he will find useful in two senses, as well as ornamental, too.

An example is an artistic hanging twine-holder devised for "Lowney's Cocoa" which not only grocers of the particular sort but even high-class confectioners and caterers are glad to hang right over their counters. It is an attractive-looking device that is bound to enjoy long service wherever it is placed, and Lowney's ad will always be right there in front of those who stand at the counter. This sort of an advertising appliance suggests the ingenuity which the up-to-date specialty manufacturer offers at the service of his advertising clients. He

will originate something to fit every need; he can overcome every difficulty attendant upon securing effective distribution and display. Indeed, he likes to crack hard nuts and welcomes assignments at the hands of manufacturers and jobbers who have difficult problems to solve, those who need new creations, not merely imitations of some other advertiser.

Posters, hangers, cardboard signs, cardboard cut-outs and various novelty decorations, mainly executed by lithography, furnish another extensive line of store reminders having much vogue.

It is only just to say that where the dealer must select only the best of the store signs sent him, the unattractive and cheap paper signs are going to be discarded. As a matter of practical experience, the average grocer, dry goods man and druggist actually uses most of the cheaper advertising signs received to cut up for price tickets or to start the furnace. This might as well be realized by advertisers. Cheap, inartistic and commonplace specialties are never worth what they cost. Better, far, buy the better lines and, if necessary, use smaller quantities.

Decalcomania art offers the wise advertiser great possibilities for placing an attractive picture advertisement upon the

dealer's front windows, glass doors and his show cases—the very places where display is most valuable. Of course, decalcomania signs, as a rule, have to be pretty to win this concession from the dealer, but there is no excuse for them being anything else. They ought to be beautiful to render the right sort of service to the advertiser.

Illuminated and flash signs for window display enjoy deserved popularity. The newest of these is a silicated wire glass flasher which looks opaque enough by day but with an electric bulb behind it shines through the darkness in a way not to be overlooked. The Dr. A. Reed Cushion Shoes are making use of this device. Also the Hamilton watch. Such a sign, 11 x 21, folds compactly for shipment, and weighs but 6 pounds.

The value of good "store reminders" and "silent salesmen specialties" in stimulating trade is well appreciated by all live merchants and the great majority of them are now alert to receive and put to use the best of these helps. Still some dealers are slow at perceiving the advantages of such aids and laggard in taking the right sort of advantage of them. They cannot but help the dealer when they help the advertiser. Merchants, as a class, would profit to study how leading stationery, grocery,

drug and tobacco stores, bars and buffets now utilize in-door sign specialties to increase their business. It is easy to demonstrate that any store will sell more goods with fewer clerks for having put to use a full line of these artistic store reminders.

National advertisers who are spending large sums for newspaper and magazine advertising and nothing for specialty media may well be asked this question:

"Why not advertise your goods ***at the place where they are sold?***"

TOYS AND PLAYTHINGS OF SUPREME VALUE TO WISE ADVERTISERS

XIII

"THERE is a world of suggestion to wise and clever advertisers in the words of the Scripture, 'A Little Child Shall Lead Them.' Apart from all its symbolism this prophecy is true—universally true—and nobody in the business of publicity can afford to ignore it in laying out his campaign," said Louis Albert Lamb in a recent issue of *The Novelty News*.

"All modern society is held together by the cohesive power of child-life and child-love. The little child in whom is bound up the father's hopes and the mother's love, saves the world from disintegrating. And the fierce struggle to preserve the peace, joy and beauty of childhood is the central fact of civilized domestic life. For upon the

sanctity of childhood and the prolongation of the child's period of growth and experience the evolution of the race depends.

"It follows that the concerns of the child are of vital consequence to society at large and to his parents in particular; hence any appeal to the child is sure of an audience in the family council. Naturally, therefore, the most subtle and far-sighted advertisers have tried to associate their wares with the needs and interests of the little folk as a sure and speedy means of influencing the buying power of the family. Everyone is familiar with the Pears and Mennen policy of advertising in the interest of childhood. The vast successes of these houses may be traced, in large measure, to this fact. Hundreds of similar cases will occur to anyone on reflection.

"The characteristic fact of childhood is play. Play is of the same potency in child-life that work is in adult life. It is the avenue of experience whereby the infant brain is developed into a capable organ. Play is the work of childhood and no system of primary education is complete which neglects toys, games and playthings as instrumentalities of instruction.

"Advertising which neglects the opportunity offered by the universal play instinct is fatally incomplete. It is even more ab-

surd than to ignore the equally fundamental passion of human vanity. Good publicity avails itself of every possible appeal to the elemental things of life and humanity, and the more nearly universal the appeal the more nearly perfect the publicity result.

" There is an unlimited field for the exploitation of toys, playthings, games and mechanical devices in supplementary advertising. Some of the largest producers of household staples have used pictures, puzzles, paper dolls, transfers, painting books and other simple things for children; and many of the premium users have offered various toys as inducements to promote consumption of cereals, soups, salt and coffee. Good results have been recorded in every case where toys were intelligently used to supplement space publicity.

" Any article intended for family use can be sold more easily, cheaply, widely, and steadily by the use of toy novelties or premiums than by any other method of publicity known. Of course, space advertising will be necessary to introduce trade names and to make the consuming public familiar with the merits of the commodity; but the use of toys and playthings in the supplementary campaign will do the rest better than anything else.

" There is a toy for every age, of either

sex, at any price from a few mills to a few dollars; toys that can be sent by mail at little cost; toys that may be packed with the advertised article; toys that may be distributed from door to door as simple novelties. The market is full of them and there is no home rich or poor enough to spurn them. Wherever there is a child in the house toys afford the surest, easiest and cheapest avenue of approach to the purse of the buyer; and the article which is advertised to the darlings of the household by toy novelties will be bought in preference to the similar article not so advertised.

"The advertising specialty industry has been developed to a high state of efficiency along more or less stereotyped lines. Novelties and specialties have won a fixed and certain place in publicity campaigning. The bane of the trade is sameness—monotony of form and purpose—similarity to what has been made before. Everybody wants a radical departure from old forms, styles and utilities.

"December is the time of the times to pay close attention to the advantages of toy novelties. In that month the civilized world is literally toy-mad. Every child in the world is then clamoring for playthings, and many a parent is wondering how he can sup-

ply the demand. It is the everlasting, recurrent cycle of the play spirit.

"Brush aside any prejudices you may have, Mr. Advertiser. Adopt the policy of supplementary advertising with toy novelties. It need not worry you at all to find the right thing. Anything that children can find delight in, if it is large enough to carry your advertisement, will answer. But if you are in doubt, consult some capable specialty advertising engineer, telling what you want and you will receive valuable suggestions.

"So long as children like dolls, carts, kites, toy trains, tops, games, puzzles, color boxes and noise producers there will be an infinite variety of good toys for the most efficient possible advertising.

"Remember that an advertising specialty sent to you may involve some uncertainty; you may have a similar article in your pocket or on your desk and fail to appreciate the new one; but no such hazard attends the advertising kite given to your Little "Billie" by Max Levi, the Boys' Clothier. "Billie" never forgets the joy of that kite and when he needs a new school suit he invites you to take him to "Levi's," because he knows instinctively that Levi is a friend of all boys, else why did he give away such fine kites?

"'A Little Child Shall Lead Them.' And if you want to build up a trade that will last for decades, you must appeal to the children.

"Toys and playthings used as advertising novelties or as inducements will accomplish the result for you."

HOW A MANUFACTURER CAN REACH 25,000,000 PEOPLE BY THE METAL SIGN ROUTE FOR $15,000 A YEAR

XIV

EVEN though the metal sign arm of modern advertising has reached large proportions, its possibilities are not yet fully understood by the majority of advertisers. Let us take a typical case—that of a shoe manufacturer having a nation-wide trade—and see what a metal sign campaign can be made to do for him.

This manufacturer wants to get general publicity locally wherever his products are on sale at a local dealer's. Newspaper "space" is unquestionably good, but unquestionably costly; each ad being ephemeral must be followed by another tomorrow or the impression will be lost: so the campaign in the local newspapers must run 52 weeks a year, or it is hardly worth starting. Of course, the burden of a man-

ufacturer attempting to advertise in newspapers in every town where his goods are on sale is usually too colossal to be thought of. The local newspaper is more particularly the organ of the dealer who uses it to display all lines, to give the news of his offerings, special bargains, etc.

But the manufacturer *can* and *should* do his part to create a demand for his brand of shoes in that community or some more enterprising manufacturer will step in ahead of him and take the trade over. Probably the dealer carries several lines of shoes and makes as much out of pushing one line as another. The manufacturer who wants to capture most of that trade must fight for it.

Metal sign media came to the aid of this manufacturer as no other plan of advertising that I know of can or will for the same outlay. The manufacturer, working through the dealers, contrives to erect prominently in the territory contributory to each of his representative dealers enough metal signs to supply the required general publicity. This is done in the town and at strategic points along main-traveled country roads leading into the city. The right sort of a sign properly distributed on this plan will afford the desired publicity. It never fails to.

Figure how this works out in a town of—say, 5,000 population with a contributory territory of 2,000 more people, where the manufacturer has one dealer as his customer. The shoe house supplies his customer with ten steel signs, 20 x 28 inches, fifteen signs 14 x 20 inches, a store sign for the front of the store and either a flange sign (one extending out at right angles from the building) or a drum sign (in shape like a bass drum) for the entrance to the store or the curb, as the dealer chooses. By erecting part of these signs in town and part out along the country highways, the whole community is well covered—so well covered, I dare say, that no man, woman or child in that territory can long escape having attention challenged by one of those signs and ever thereafter, like meeting again the face of an old friend, being compelled to recognize it over and over, to ponder on its message again and again, as it glares at one unexpectedly from each new location. Many people in such a town will at length come to the point of familiarity with the advertiser that they can tell how many of his signs are to be found and just where each is located in the district familiar to them in city and country.

Here is excellent general publicity begun out in the country while the rural popula-

tion is driving to town—to buy shoes, maybe. It leads into the main streets of the city and repeats the suggestion to buy a particular make of footwear. The eyes of those who journey and of pedestrians in the town are constantly assailed by these tasteful, artistic announcements in bright, harmonious colors and actually these metal signs, by weaving a sort of hypnotic spell upon the readers, lead buyers to the very door of the merchant who has been supplied with this advertising appliance until, at the moment of entering the shop, the last image to be impressed upon their eyes is the name of this enterprising maker and the brand of shoes that he is boosting fameward.

This is the best that general publicity of any sort can be asked to do—to keep the advertised article constantly before consumers permanently 365 days in the year; to confront them unexpectedly here and there in town and country so that even he who runs may read—indeed, cannot help but read; and at length to bring them to the very door where the goods are obtained and at the moment of crossing the threshold —as if the buying injunction, perchance, had been forgotten—to furnish the psychological reminder of that paramount shoe and none other.

It remains only to point out how specialty media, through still further specialization do not even stop there, but, once the prospective buyer is across the threshold, take him by the hand, as it were, in cordial greeting, and again repeats the suggestion. Through "In-door Sign Specialties" the spell of hypnotic appeal is continued up to the moment of buying. Read the chapter devoted to that class of media. The "Personal Appeal" media have probably been used in advance to make an actual friend of this buyer for this advertised product, even before the spell of sign publicity captured his attention and helped him find his way to the dealer's. For this phase of advertising review the chapter on "Personal Appeal."

And what does this effective metal sign publicity cost the shoe manufacturer? The cost of covering each local territory embracing 7,000 population in the way described is only about $6.00. Think of it—the price of a small newspaper ad for one insertion! These metal signs will be found in good condition at the end of at least two years. The majority will last four years. This shoe manufacturer, therefore, secures two years of publicity with direct and lasting effect upon a community of 7,000 people at a cost of about $3.00 per year.

Supposing this campaign with indestruct-

able metal signs is extended over the country so that 5,000 dealers are similarly supplied in communities of equal population. Figure it out and you will see that the manufacturer has secured two years (and more) of uninterrupted and invaluable publicity among a total of 25,000,000 people at an expenditure of about $15,000 per year.

A single illustration like this ought to be sufficient to cause the manufacturers of America who are spending large sums for publicity by all sorts of plans to sit up and take notice. You now have an insight into the possibilities of out-door sign specialties, either as supplementary advertising or as offering *alone* a wholly independent and adequate campaign—which I think you will now agree justifies my declaration that no extensive publicity campaign is economically planned or really complete which does not include the use of advertising specialties in some form.

THE ONLY WAY FOR THE SMALL ADVERTISER AND THE BEGINNER

XV

SPECIALTY *personal* advertising is emphatically the method for the small advertiser, for the beginner in advertising, for the city merchant with a localized trading zone to draw from and for the manufacturer with a definite, limited and known list of customers and prospects, however scattered geographically. The reasons why this is true must be very apparent on careful consideration.

The small advertiser with only a little business to push and a little money to spend can concentrate his efforts on just as small a number of prospective customers as he likes. He can work directly upon the very persons whose trade he desires. He can begin in a modest way and continue upon a conservative scale until he sees that

results warrant bigger and bigger expenditures.

In contrast the small advertiser and the beginner in advertising who starts in to use newspaper and magazine space is usually made to realize—if his campaign is to accomplish anything—that he must plunge harder and use bigger space from the start than he can really afford to, and he must take the gamble of being able to get results before his money runs out or lose everything. He must compete for attention at the same time with all the biggest advertisers sharing the pages of his media, which is equivalent to saying a small advertiser by comparison is usually at a serious disadvantage.

There is no "waste" circulation in personal advertising, or at least there need be none. An exact number of articles go to a corresponding number of people, and where desired even to *certain* people—to the very individuals picked out by the advertiser. This is publicity sharp-shooting. One thousand shots hit one thousand people—or very near it.

In using newspapers and periodicals—even with the choicest circulations—advertisers must realize that most propositions do not appeal to everybody. Sometimes advertisers know their message will interest

only one person in every hundred or even thousand. Here waste circulation actually represents 99 per cent or more of the entire space investment. Yet it must all be paid for. Such an advertiser using "space" publicity pays a hundred times higher rate proportionately for what he gets than the advertiser whose article is one of universal consumption, able to create recurrent demand. Yet one thus penalized often feels the necessity of advertising somehow. The enormous advantage of specialty advertising for one in this fix must be evident to everybody.

Personal methods of advertising, then, have this great advantage at the very outset of being *selective* and *intensive,* and of *eliminating "waste" circulation wholly.*

The beginner who uses personal advertising will realize full benefit from any investment made without plunging beyond his depth. Specialty advertising can be done just as effectively on a list of ten or one hundred persons, and will result just as successfully in proportion for any investment made, as if it were being done on a scale of reaching 100,000 or 1,000,000 people. Think what this means. If a very small trade is to be covered, specialty advertising will do that work at no greater per capita cost, and yet each individual firm or

person will be reached just as effectively as if that campaign were being aimed at a million others. This *must* be true because the person who is reached and influenced favorably by the receipt of an advertising specialty would not feel this appeal one whit strengthened if he knew a million others were all getting the same treatment. Indeed, the impression would be apt to be weaker if he thought everybody else was being shown the same courtesy and consideration. The appeal is strong in proportion as it is personal and individual. So, it makes no difference how limited in extent the campaign of an advertiser may be *if he adopts personal specialties*—every customer and every prospect included in his treatment is just as well reached and cared for as if he were spending a fortune and making his campaign nation-wide.

Everybody knows how essential it is—once a campaign of "space" advertising has been begun—that it be kept up, followed out and even increased in scope and intensity until the critical point is reached and passed where the campaign wins. The advertiser when starting out in general publicity must be prepared to go the game to the limit or take the risk of losing his whole investment. If his interests are in the hands of a competent agency or counsellor,

he is so advised at the outset. It is almost invariably suicidal for an advertiser to begin either a national or local advertising campaign with "space" publicity on a limited appropriation, on the theory that the success of the early campaign will provide funds with which to carry on and complete the fight for recognition. Where one such experiment is put over through luck or cleverness, one hundred or one thousand similar experiments result in flat failure.

Yet, we will all agree that provided enough money is spent to advertise almost any worthy and practical commodity in an intelligent way by general publicity the point some day will be reached when the advertising can be made to pay. This game may be compared to the "pyramiding" of the big gambler: If he will only double his bet every time and stay in the game long enough—no matter what the losses temporarily may be—the law of chance at length must throw him back his whole stake and more—but the next wager may make him loser again. Gambling is not business; yet too often advertising is done as a gamble and not as the practical, safe, sane business which it may be when done in an intelligent manner.

Specialty advertising may be done so as to "prove itself up as it goes along."

When publicity is undertaken in that manner the beginner is almost sure to develop into a good all-around advertiser. At length he will come to be a liberal buyer of "space" publicity, very likely, as well as remaining a permanent user of specialty media. Many a big national advertiser has been put into the game through achieving his first successes with personal media.

So, the little advertiser can do his little and the beginner in publicity can make his start by the specialty gift or personal appeal advertising route on such a scale as becomes his needs or befits his purse, feeling sure that his ammunition is not wasted, that he is interesting the very people he wants to interest, that as much as he does undertake will vouchsafe its due benefits to him and that he can increase his outlay, curtail, alter his course or quit whenever he finds it expedient or necessary.

HOW A LOCAL MERCHANT MAY ADVERTISE WHO CAN'T AFFORD NEWSPAPER SPACE

XVI

A RETAIL merchant whose trade is naturally localized to one part of a city and whose trade is side-tracked by the bigger stores finds in specialty advertising the help he has been languishing for. He can exploit his business to any degree that he may find advantageous in the immediate localities which he wishes to build up in. He can concentrate his fire upon the very households he is ambitious to secure and hold as customers. He can send his gift-solicitors into homes where he couldn't go himself and keep them at work advertising him twelve months in the year. He can give a desired list of households any special degree of cultivation necessary to win favorable attention. In this work there is

practically *no waste circulation.* Every specialty appeal he sends out reaches the goal. He is wasting no part of his media on those outside of his zone of patronage. By campaigning in this way hard and continuously in a restricted territory which he regards as logically his own, the local dealer can very successfully meet the competition of the bigger outside " emporiums."

Compare this with the unfortunate waste in circulation and money which a person must experience in the daily newspapers whose business is at one side of a city. If his business or location are such that he cannot expect to sell to the whole city, he must yet pay the same rates for " space " advertising as the centrally located department store selling to every corner of the city and all through the suburbs. Every copy of the newspapers circulating outside of the local trading zone of the smaller outlying store represents an absolute waste—yet it must be paid for if the newspapers are used. For this good reason, it happens in cities that the largest share of the merchants are unable to use newspaper space profitably.

Specialty advertising comes to the rescue of every such merchant, giving him an economical and highly successful way to achieve publicity and cultivate trade rela-

tions in the territory where he can reasonably expect to make and hold patronage.

Gradually, as he makes this conquest complete in that district, he can widen the boundaries of his "patronage zone" by pushing his campaign with specialties out further in each direction.

Whenever he finds the territorial limit beyond which he cannot attract trade to his store by ordinary methods he can either save further outlay trying to overcome that obstacle, or by increasing the value of his gifts and putting them on the premium basis, that is, being bestowed in reward for patronage, he can draw in new customers from the remoter trading zones naturally tributary to other stores. Thus a publicity outlay, scientifically applied, can be made to increase very much the territory to which a merchant can sell goods in a big city.

HOW THE MANUFACTURER WITH A KNOWN LIST OF JOBBERS AND DEALERS CAN BEST WORK HIS TRADE

XVII

ANY manufacturer with a known list of actual or possible customers can develop his patronage more successfully and economically by the aid of specialty advertising than without it. This applies to the manufacturer who sells a known trade of jobbers and dealers, and equally well to the manufacturer with a factory-to-consumer proposition. A known list of possible customers of any numbers from a few hundred to 10,000 or 20,000 is ideally worked by the use of specialties.

Consider first the opportunity which the manufacturer has to cultivate trade relations with his jobbers and dealers. There are really but four ways of reaching a trade: (1) directly by using the trade jour-

nals; (2) directly by mail campaigns; (3) directly by traveling salesmen; (4) indirectly by advertising in "space" media to the "ultimate consumer." This last plan is too expensive to consider unless the advertiser wishes to cultivate the "ultimate consumer" primarily and takes the impression made on his trade as a by-product. The first plan, using class periodicals specialized for reaching the trade is, of course, a highly effective and economical plan. The only condition here is to be sure these journals actually reach their trade. Plan two is also effective—the use of the mails. So is plan three—the personal work of the traveling sales force.

It is another evidence of the universality of specialty methods that each of these four plans of campaigning will be materially reinforced and strengthened by using specialties in conjunction with them as connective and concluding media. Even that "space" campaign to the "ultimate consumer" (which is aimed at the trade only indirectly) can be materially strengthened by gift articles for the consumers to be obtained by applying to the dealer, or upon buying the product, or by writing the factory, or by whatever plan. The use of out-door and indoor specialties to further this general publicity has been treated in other chapters.

Specialties back up the appeal of the manufacturer to his trade through trade journals, letters and salesmen as nothing else will. It *does not supplant these agencies but reinforces them.* The "class" advertising of reputable trade journals is educational advertising, economically secured, with the assurance of little or no waste, but still lacking in personal appeal. Gift specialties dropped into letters, mailed out by packages or handed out to dealers and their clerks by the traveling sales force supply this lacking asset of personal interest and guarantee good will.

And in cultivating the dealer it must not be overlooked how important it is to cultivate his clerks and delivery boys and win their co-operation for, after all, it is they who sell the bulk of the goods, and their opportunity to advise and influence customers in the choice of goods is tremendous. A good pocket-knife or pocket-book or novelty pencil or key-chain in the pocket of a grocery or dry goods clerk—who probably never sees or reads any sort of advertising literature or letters—will do more to push the giver's line of products *over the counter* than many times the investment in "space."

The manufacturer who knows just what list of jobbers and dealers ought to push

his products can put these firms on his mailing list, give them a follow-up letter and booklet or circular campaign, and educate them by direct appeal to any point necessary to secure their co-operation. And in this letter advertising, if he would have every letter receive the maximum attention and make the greatest possible appeal, he will put some well chosen specialty in it calculated to make better friends with the trade.

If a given dealer's good will really means much to a manufacturer, he can afford to give him advertising remembrances of real intrinsic value. It is a very cheap form of business promotion, after all, if it accomplishes its purpose. A Newark house that wished to make the right sort of an impression on a customer firm sent them a Webster's unabridged dictionary, bound in sheep with the recipient's name printed in gold leaf on the cover with the compliments of the donor firm—nothing else. The recipients marvelled.

"How many of these books did you give out?" they asked the advertiser one day.

"Just one—*your* copy."

"How can you afford it?"

"My dear sir," said the advertiser, "if I can secure the full line of patronage of

your house, I can afford to give you a Steinway piano."

A manufacturer of motors, desiring an increase of jobbing business, gave to 127 jobbers a holiday souvenir that cost him $8.00 each. He said afterwards that the outlay did him so much good that he, too, would willingly give away Steinway pianos to his trade if he thought the same proportion could be maintained.

It is not what a campaign to extend business costs, but what it produces, what the advertiser gets out of it that counts.

Of course, what has been said about campaigns to the trade, mail campaigns and the insurance of letter results by adding specialties applies also to all factory-to-consumer propositions without calling for further elaboration.

HOW TO INCREASE A LIST OF BANK DEPOSITORS

XVIII

BANKS and trust companies have found that the real problem which they must solve in doing profitable advertising is to get the people to come to the institution and get acquainted. Spreading information broadly about the strength of a financial institution, its deposits, resources, personality, ability to serve customers, etc., will not accomplish what is desired in the way of increasing good will, acquaintance and deposits half as well as advertising to desirable lists of people that the management has on hand a limited number of fine art calendars or leather card cases, or paper knives, or memorandum books, or a series of local view post cards which it will be pleased to deliver to the addressed person if he will call at the secretary's desk in person. It is simply wonderful how large a

percentage of responses can be had by such plans from people of average stations in life, both men and women, not to add youths—who are regarded at savings banks as the customers of tomorrow and, therefore, worth cultivating.

The main thing to attend to in such a campaign is to provide carefully for the proper reception of each individual caller by some bank official. In medium and smaller banks one of the head officers will do well to give his time cultivating these new business acquaintances. In the big institutions in the larger cities the secretary or assistant secretary will be more available for this task. But somebody must be selected to do the honors who has the time to receive and welcome these casual callers and who by the very courteous reception, cordial handshake and personal interest shown the stranger will straightway win a place in his heart for the institution and make an impression by personal appeal that cold type in a publication could not secure in a lifetime.

This personal interest shown in the caller and the statement from a bank official that the institution desires to know him personally, that the officers want to be informed and keep posted in future about the progress of his business, and to know

at any time if they can be of service to him, etc., will please the individual caller immensely. If this is true, it is not flattery to say it; and yet it does flatter the average person who is not accustomed to have bankers so much interested in his affairs. He will be pleased because he knows it is true that the bank wants his business.

Once the caller is at the bank the receiving officer can take occasion to show him around, exhibit the facilities of the bank for doing business, introduce him to the other officers and extend a cordial invitation to him to become a depositor or use the institution for any other service it can render him. When such an invitation is backed up with a well chosen and meritorious gift, you can be sure that the very best is being done that can be done to create new customers.

Savings banks that wish to bring in large numbers of working people as depositors can usually obtain the utmost co-operation from employers in the matter of obtaining names and addresses for soliciting deposits. Business firms like their employees to be provident and accumulate, and a bank wishing to cultivate this class of patronage can arrange with very little trouble to make up a list of practically all the employed people in a given territory.

Specialty Advertising

It is often a good plan to provide a good assortment of personal specialties and then advertise in the newspapers that each caller at the bank will receive one. Have callers register their names, addresses and occupations in a guest book before receiving the gift and thus obtain a live list of people already favorably impressed for future work by letters and specialties.

Novelty savings banks of one form and another—especially those that can only be opened at the bank—have been much in vogue to increase deposits, but the trouble with these things is that the recipient is never able to lose sight for a moment of the fact that it is an instrumentality to help the bank collect money: so, much of the effects of gift advertising is lost by this specialty. Something a person receives for his very own and uses for personal purposes purely will unquestionably accomplish more for the bank or trust company than if it appears to be designed primarily to work for the institution.

A unique plan was used in Chicago by the Union Trust Company in conjunction with the Washington Shirt Company—the latter presented each customer who made a $5.00 purchase within a specified time with a bronze credit coin of the Union Trust Company showing that the customer was entitled

to become a depositor at the bank with 50 cents deposited to his credit. Who paid for this 50 cents was a private matter; but one well versed in banking matters ventured the opinion that the bank could afford to, although no doubt such an expense justly should be borne equally by both institutions.

When the Central Trust Company of Illinois moved into its present handsome home, it used the invitational plan of getting a good many thousand callers to come and get a set of handsome souvenir post cards, reproducing a series of mosaic wall panels of the institution emblematic of historical events in this history of Chicago. The plan worked beautifully and for months one of the officers of the bank was kept busy meeting the callers who came to get this gift. Several thousand new depositors were created by this plan.

The Harris Trust & Savings Bank of Chicago devised a book for keeping track of household expenses designed to help the family with a definite income live within its means and save a fixed sum of money each month. This was advertised in the newspapers free to all householders who called at the bank and registered. It proved very popular. Whenever some such specialty has been used to draw people to the bank and intelligent treatment of the prospective

customer has followed upon the advertising effort, banks have found that advertising to increase good will and deposits is really a very practical thing and that returns may be expected to be proportional to the money and effort expended. The banker will find valuable suggestions pertinent to the use of specialties by banks in various other chapters of this book.

GIFT SPECIALTIES AID IN COLLECTING BILLS

XIX

NOT alone the advertising manager and the sales manager are interested in advertising specialties. Indeed, the credit man has begun to find out that he can use these business souvenirs to assist in making collections just as effectively as they are used to increase business. Nothing relieves the monotony of humdrum collection letters like a little gift article thrown in to express interest, good will and fellowship, or appreciation for the remittance which is expected to follow promptly. It puts the collection department in a new relation to the debtor—invests the credit man with actual human interest and makes him out to be a real good fellow, after all, instead of the cold-blooded machine man whom the customer is apt to feel that the mailer of invoices and dictator of reminder and dunning ap-

peals must be. This expression of good will enkindles reciprocal good will and the desire to give the collector the fullest possible co-operation. The result is easier collections and an increasing volume of prompt liquidations. This is not mere theory. It works out in practice.

Here is what a successful Chicago manufacturer says about his experience in using novelties to help call in his money:

"I used a novelty that costs me twenty cents, and I believe that it is the best advertising medium possible for me to secure. I not only give these articles to prospective customers and old customers, but especially to *people who owe me accounts.* It's a funny thing, but the novelty collects nine out of every ten of my old accounts. I don't know whether these people feel ashamed of themselves upon receipt of a gift of this kind, or whether they think that I still have some confidence in them. Anyway, it gets the money for me."

Be honest now: Isn't an advertising medium that builds business, holds business and collects bad accounts a pretty hard proposition to beat?

CONVENTION, FAIR AND EXPOSITION SOUVENIRS AS ADVERTISING

XX

BUSINESS souvenirs, as many persons call advertising specialties of the personal sort, have great vogue among enterprising business men who are in a position to turn public events and gatherings to good advertising account. Of course, all anniversaries and holidays offer opportunity to give out little gifts appropriate to the occasion, and likewise birthdays of business houses, special sales in retail stores, special and anniversary performances at theaters, etc.

It is good business acumen to take advantage of this souvenir-hunting mania which so many people exhibit. Haven't you noticed how people who go to places and attend events like to gather up mementoes and exhibits to take home with

them? These in part are cherished as reminders, and in part, probably, as proofs to others that they have been where and done all that they say. This spirit of gathering trophies and remembrances of places and events has been one of the very strong factors in creating the souvenir post card as it is known today. And this spirit can readily be turned to account for advertising purposes, since people will just as readily accept a business souvenir as a souvenir of sentiment, and an advertising specialty as a curio.

Conventions of all sorts, meetings, reunions, the state and county fairs, trade shows and carnivals offer in addition all kinds and conditions of opportunity to the wary advertiser for distributing specialties. Many an industry gathers practically in its entirety at trade and association meetings, and upon such occasions many an advertiser is able to reach the larger part of his customers in a close personal way by his presence and that of other representatives of his organization. Ofttimes a few score or hundred available customers who are in attendance at a trade meeting will represent the entire patronage of an advertiser. In what better way, then, can such a person push his interests as by using really valuable personal advertising souvenirs among his

customers and possible customers? At many trade shows and conventions prudent advertisers provide a line of gift specialties much too valuable for promiscuous distribution, such as a fine pocket-book, or knife, or gold watch fob or cuff links, which are kept under cover and only handed out in a personal way to the individuals who count. It is a good plan to have a good supply of inexpensive advertising novelties on hand in addition to give out promiscuously to all who ask for them.

Now, isn't it a rather unique advertising medium—this business souvenir, whatever be its form—that multitudes of people will search for, go out of their way to get, then pin upon themselves to wear proudly before the gaze of all men, or adopt as permanent pocket articles, or take home to put upon the mantel to exhibit to all their neighbors? It surely is. This souvenir hunting mania is a good form of appeal to harness up for advertising purposes and when it is possible to effect immediate distribution of souvenirs in quantities to the right class of persons at such times as public or trade or professional gatherings, the opportunity is all the greater.

The advertiser who wishes to take advantage of such occasions for extending trade relations will find in *The Novelty*

this general publicity at the advantageous moment when the buyer is at the store to place his order. This specialized class of media represents *"class" advertising*—these media reach the buying class.

Specialty gift advertising strikes the new note of *direct personal appeal*—it adds the new possibility to publicity of being able to *advertise to the individual.* "Letter enclosures," calendars and other mailable specialties furnish the media for cultivating business by mail—not necessarily mail order business, yet including that just as well as any other sort of patronage. These mailing specialties, including fine booklets, are among the most potent of the personal media.

A combination of media selected from each of these *three broad classes* will do everything that any form of publicity will do and some things that no other kind of publicity can accomplish without them. It embraces everything required for appeal to *masses, classes* and *individuals.*

Yet in contending for the recognition of this universality and elasticity of specialty media (which the champions of specialty advertising would like to have fully appreciated) there is no disposition on the part of the specialty folk to urge advertisers to use their media exclusively. Not in the

least. They counsel their clients, as a rule, to divide their appropriations between "space" publicity and specialties and in many instances even recommend giving much the larger share to newspaper and magazine space.

One reason why the better class of specialty advertising houses are advancing so rapidly in the estimation of advertisers is that they do not make the mistake of trying "to hog the appropriation." They are content whenever an advertiser is willing to give just a fair trial to specialty media, feeling sure that thereafter he will be unwilling *not* to schedule specialties for a part of every future appropriation. "Once a prudent user of specialty media, always a user," is a current trade adage. The specialty men show the strength of their service by being willing to put it to test to reinforce and fructify *any* and *all* other forms of advertising, contending that every sort of campaign will prove more productive if specialty media in some form are included.

HOW TO COMPLETE A "SPACE" CAMPAIGN WITH SPECIALTIES

XXII

YOU believe in follow-up campaigns by letter and by solicitors—do you believe in "advertising follow-ups?" Or do you advocate stopping publicity work just short of booking the order?

This brief message spells "opportunity" to the manufacturer who will ponder well on its meaning.

Thousands of advertisers spend an aggregate of millions of dollars for "space" publicity every month and then stop short of doing the one final act of advertising which would be most instrumental in turning inquiries into orders. They fail somehow to understand, after spending money wisely to secure general publicity among the "masses," and after having paid the price to seggregate a "class" of interested per-

sons and having that class of prospects in hand, that there is still something necessary to be done to follow-up the advertising *with a different kind of advertising* that will increase the appeal, that will carry it on to a further stage and thus help to cinch sales. It is just as easy to devise a unique and appropriate "advertising follow-up" for one line of business as another.

Here is an automobile manufacturer who is spending a fortune for "space" in the high-grade literary periodicals, automobile trade journals, farm and city newspapers. Nothing more in the way of "space" could be added to that educational campaign. It is simply magnificent. Its results—not alone in obtaining necessary "general publicity," but gives the manufacturer a splendid list of names of prospective buyers. Now to continue that educational campaign beyond this point—so far as these prospects are concerned, at least, will only continue to swell this list of prospective customers; it will really not do much, if anything, toward converting these individual inquirers into buyers. It adds nothing new after giving the first necessary information and creating the "right" initial impression. To deluge the "prospect" with still more of this sort of publicity, once he is saturated, is not only wasteful but may lead to revulsion.

Don't you recognize this stage where the efficiency of "educational advertising" wanes and the need begins for giving the live inquiring prospects close personal and individual advertising attention? Surely you do.

This automobile manufacturer has paid $1.00 a piece for his "inquiries." He feels they are cheaply bought, at that, considering their "class." He writes letters, mails catalogs, and, when convenient, sends salesmen in the hope of getting orders. He, of course, could afford to use very valuable advertising souvenirs on this list if he knew they would increase his business.

Now, suppose this automobile factory adopts some simple, well-chosen advertising specialty to use as an "enclosure" in the first letter answering each inquiry. Having paid a dollar apiece to produce inquiries, would it be extravagant to spend a dime more upon each of these prospects? It *would not,* but on the contrary would be better business *to spend another dollar* cultivating the right personal relations with each of these 5,000 to 10,000 "prospects" than let this valuable list lie fallow without receiving personal advertising, meanwhile continuing to throw ten times greater sums into the channels of "space" publicity to

create still more raw "prospects." The time for *intensive cultivation* has arrived.

Yet that automobile maker can secure an appropriate and effective little advertising specialty at the cost of about ten cents each, which will focus his campaign right down to the individual and do more to impress his make of cars upon each such "prospect" than all the rest of his letters, catalogs and appeals combined.

Suppose a specialty house gets up for him a neat and really serviceable pocket memorandum with a celluloid back. On the cover in colors might be shown a picture of the maker's car. Inside at front and back print several pages giving a lot of very valuable tabulated data such as must prove of interest to every enthusiast motorist. There might be a list of all the motor races run in the different years, at the different places, with the records made, the drivers, owners and and winning cars. There should be several very valuable technical tables about the horse-power requirements for different weights of cars, for climbing different grades, etc. There should be a brief epitome of rules to guide the amateur in running his car. Also information where to get the available road maps for every state, the rules of the road, instructions about first aids to the injured, tips about

how to motor abroad, the list of automobile books and trade publications available, historical data about the important car patents, and such other things.

In this little advertising souvenir the automobile maker would, of course, give full information about his own cars, their characteristics, differences, advantages and prices, showing pictures of his cars, and so forth. While giving a lot of miscellaneous data about automobiles in general, he would not fail to sandwich in the special information valuable to advertise and help sell his own cars.

Such an advertising specialty would almost surely be prized and preserved by every recipient, amateur and expert alike. It would probably be in daily use as a diary for months. Its receipt along with the letter answering the inquiry would invariably please the "prospect." He would be glad to get it and at once that little business souvenir would strengthen his interest in that particular make of cars and would add a feeling of cordial acquaintance with the makers not to be obtained from reading his "space" ads. The prospect, now, has been appealed to personally by making him a gift and rendering him a service. That advertisement will go with him, stay with him and work its potent spell of increasing

his preference for this one make of cars after all other advertising appeals are distanced. Is this all worth while? Surely, advertising cannot be expected to do more —and no other form of advertising can be expected to do as much.

The automobile manufacturer not only may make this auspicious beginning in his "advertising follow-up" by using one such good "closing argument" to his "space" campaign, but he can use a series of different business souvenirs as "follow-ups" to his personal advertising campaign. And that's just what he should do on such prospects as, upon investigation, seem to be in the class of available buyers.

No national advertising constitutes a well thought out selling campaign that does not include the use of personal specialties.

The national advertising campaign which spends all its force advertising to the "multitudes" (general publicity), and fails to do "class" advertising, and fails further to follow up this work by "personal" advertising—by appeals to "individuals"—is not and cannot be scientific. Enough said.

THE COLOSSAL BLUNDER OF "HOGGING" THE APPROPRIATION FOR "SPACE" PUBLICITY

XXIII

BRIEFLY, in conclusion, I feel it but just to business interests generally, and to the good name of advertising as a chief instrumentality in business building, to point out the colossal mistake being made every day by "hogging" the appropriations of advertisers for "space" publicity exclusively.

I dare say ninety per cent of the thousands of failures recorded among advertising campaigns during the last twenty years is directly attributable to this cause. The treasuries of countless men and firms have been bankrupt by the ill-advised application of their money to the one aim of effecting "mass" and "class" appeal without due regard to the right kind of follow-

up *advertising to the individual.* If these disappointed advertisers but knew the situation and that their fall down was due chiefly to the narrow-mindedness, prejudices or selfishness of their advertising counsellors, they would be justified in many cases in instituting malpractice proceedings with suit for damages.

I indict many of the agencies entrusted with advertising appropriations with having less regard for the actual progress of their clients than squeezing out the utmost farthing for "agency commissions" and their favorite variety of "space" media.

The case is comparable to the doctor of the allopathic faith who sees that his patient has a mortal spinal wrench which his pills cannot cure but who would rather have his patient die than go to the osteopathic physician and get his backbone adjusted.

It is comparable to a contract lawyer or patent lawyer who sees that his client needs the help of a criminal lawyer to defend him against a criminal indictment, but who, through desire to receive all the fees that his client is able to pay, endeavors to practice in a branch of law in which he is not competent.

I present this indictment without prejudice myself, being the publisher of several class and trade periodicals whose existence

depends upon the sale of " space " publicity. I am *not* a maker or seller of advertising specialties. Throughout the preceding chapters I give full credit to " space " publicity for all its achievements and value. I entertain no ill-will toward the advertising agencies but on the contrary cherish cordial, friendly relations with numerous ones with which I have come in contact. And some of the agencies have gotten pretty liberal on this matter of specialty advertising, too, and are encouraging their customers to use specialty media.

Yet it is lamentably true for the majority of agencies, their clients and the specialty craft, too, that the *personal appeal* and *connective advertising media* are a sealed book to agencies, so far as their knowledge, advice and influence go.

If the advertising agency pretends to be more than merely a selling agency for *one* kind of publicity, if the agency is not merely a special pleader for one sort of media, and if it offers itself as a wise and experienced counsellor in business building, is there any excuse for ignorance, apathy or prejudice in regard to specialty methods and media?

Not a bit. You remember Mr. Dooley's doctor—the specialist who told his caller with a sore thumb that he couldn't help him —he " had never studied below the throat."

If the agency is to continue directing the appropriations of wise business firms it must show itself to understand the relations of "mass," "class" and "individual" advertising, all three; and if it cannot qualify as expert also in the field of specialty advertising (which it cannot do, assuredly, unless it devotes itself primarily to that business) it must show a willingness to let its clients seek the counsel and assistance of other wise doctors who can bring the aid of other media into the case. The agency must be willing to see *some share of each appropriation go to the specialty media,* and then be able to rejoice that "everything is being done that science can devise for the safety and progress of the patient."

If the advertising agency, as today constituted and operated in the majority of cases, does not soon see a great light in this matter of putting its clients' campaigns on a broad and impartial basis as regards the different classes of media, with the aim solely to make good to clients, the agency is doomed. It can prevent decadence and eventual extinction by growing liberal and uniformly giving a square deal to the pocketbook of its customers. In doing this, the agency will steadily increase the size of the appropriations entrusted to it and it will thereby gain financially in the end. So

even in cold-blooded, selfishness—if not for worthier reasons—the agencies should become alert to the helpfulness of subsidiary media and make use of specialties to round out their campaigns.

If I have not made the case plain how the agency blunders when it "hogs" the whole appropriation for one kind of publicity, I will illustrate the situation by the experience of a certain advertiser. His case is typical of thousands. He was a patent medicine manufacturer in an eastern Wisconsin city. He thought he had a meritorious remedy, and he had found he could sell it locally by doing a little advertising, having done about $9,000 gross of business a year.

He put his case in the hands of a big Chicago agency which persuaded him to give up $15,000 for his first year's appropriation. This agency spent that whole appropriation in newspapers covering all of North America. Much of this advertising was done in communities where the goods were not on sale and couldn't be put on sale until the growth of orders gradually had worked it through the usual trade channels. Gross sales at the end of this year of advertising amounted to just about $15,000—the money spent for "space."

Of course, this manufacturer became a

railer against all kinds of advertising. Yet, a specialty advertising manufacturer got hold of him later, persuaded him to confine his campaign to the retail druggists of his own state and work them strongly, and to use a combination of specialties, mainly window decalcomanias, for store buying suggestions, and booklets for distribution. The industry began to grow at once and now, in its fifth year, is doing a gross business of about $40,000 annually and the manufacturer is well pleased. You may be interested in knowing that the specialty man who directed this second campaign for his client absorbed less than ten per cent of his client's advertising money for his own media. But he made a success of his campaign for him and now enjoys his steady patronage—probably for life on a yearly basis.

If one talked personally with the big advertisers of the country about misdirected energies and money lost in their early campaigns it would come back usually to a matter of bad advice from the agency, owing to a desire to keep all the money spent in certain narrow channels, without regard to the individual problems and needs of each special advertiser. The blunders made in this way have been colossal; and

new blunders of this sort are still being committed every day.

If an agency will figure out that taking less commissions in some instances today, owing to diverting a part of the appropriation for specialty media, will mean quicker and bigger successes for its clients, and that it will receive even larger commissions tomorrow, its attitude toward specialty advertising should promptly liberalize.

When the agency stops to figure out that already practically all of the great national advertisers are *great users of specialties* and that in many instances, after testing out in a competitive way all available methods, many of them now give the bulk of their appropriations to specialty advertising, it would seem that confidence in this method ought to be universal in advertising councils. This confidence surely is well nigh universal among prosperous national advertisers themselves.

If You Are In Doubt About Your Advertising

And want to know the best that the specialty field offers, read

THE NOVELTY NEWS

It is the Clearing House for

SPECIALTY ADVERTISING, BUSINESS SOUVENIRS, ADVERTISING SPECIALTIES, CONVENTION SOUVENIRS, PERSONAL ADVERTISING, ADVERTISING GIFTS, LETTER ENCLOSURES AND PREMIUMS

Published on the first of every month. 100 big pages, profusely illustrated. Its advertisements just as interesting as its reading matter. New ideas from cover to cover. The Novelty News holds a mirror behind the big advertising campaigns of the year. It shows what specialties the big and successful advertisers use, how they use them, and with what results. It teems with more than 1000 new ideas a year about how to increase business. It will help you to increase your business. $2.00 a year in the United States, its Possessions and Mexico; $2.50 to Canada; $3.50 to any country in the Postal Union. Single Copies 20 cents. : : : No free Samples.

Address

The Novelty News

Henry S. Bunting, Editor

191 Market St.
CHICAGO

330 Singer Bldg.
NEW YORK